

ROLE OF *POKDARWIS* IN ASSISTANCE OF TOURISM VILLAGE COMMUNITY EMPOWERMENT IN DONGDE VALLEY

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ABSTRACT

Article History

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This article is to find out the role of *Pokdarwis* in assisting the empowerment of tourism villages in terms of supporting and inhibiting factors and their impact on the Dongde Valley tourism village 2020. The method used is a qualitative method by being directly involved in mentoring and conducting observations, observations and interviews with *pokdarwis* administrators with the aim of knowing the role, supporting and inhibiting factors as well as the impact of the role of *pokdarwis* in empowerment assistance in the Dongde Valley Tourism Village. The result of this article is to make the village community have the same view of turning their village into a tourist village that empowers community members to be more advanced and become a global tourist village with the awareness of citizens in raising funds to finance the needs of their village with joint contributions and seeking CSR or assistance to other parties. Outsiders to realize a tourist village can support the limited human resources and funds in community empowerment. The role of *Pokdarwis* makes Human resource in the Dongde Valley tourist village to have skills and become confident in empowering the community in the tourist village.

Keywords: Travel Awareness Group (*Pokdarwis*); Mentoring; Community Empowerment; Tourism Village

PERAN *POKDARWIS* DALAM PENDAMPINGAN PEMBERDAYAAN MASYARAKAT DESA WISATA DI LEMBAH DONGDE

ABSTRAK

Artikel ini untuk mengetahui Peran *Pokdarwis* dalam pendampingan pemberdayaan desa wisata dilihat dari faktor pendukung dan penghambat serta dampaknya di desa wisata lembah dongde 2020. Metode yang digunakan adalah metode kualitatif dengan terjun langsung dalam pendampingan serta melakukan pengamatan, observasi dan interview terhadap pengurus *Pokdarwis* dengan tujuan untuk mengetahui Peran, faktor Pendukung dan penghambat serta dampak dari peran *pokdarwis* dalam pendampingan pemberdayaan di Desa Wisata Lembah Dongde. Hasil artikel ini adalah membuat masyarakat desa memiliki pandangan yang sama untuk mengubah desanya menjadi desa wisata yang memperdayakan warga masyarakat untuk lebih maju dan menjadi desa wisata yang mendunia dengan kesadaran warga dalam mengumpulkan dana untuk membiayai kebutuhan desanya dengan iuran bersama dan mencari CSR atau bantuan ke pihak luar untuk mewujudkan desa wisata dapat mensupport SDM yang masih sedikit dan dana dalam pemberdayaan masyarakat. Peran *pokdarwis* menjadikan sumber daya manusia di desa wisata lembah dongde menjadi memiliki skill dan menjadi percaya diri dalam melakukan pemberdayaan masyarakat di desa wisata.

Kata Kunci: *Pokdarwis*; Pendampingan; Pemberdayaan Masyarakat; Desa Wisata



INTRODUCTION

The state of Indonesia has the tourism sector as a sector that supports state income in the non gas sector. Robberny in Henny (2019: 82) said that recent year tourism has boomed into an eye –catching industry across the world. In an increasingly advanced era, there are more and more ways and strategies to increase tourism potential in an area. The United Nations world Tourism Organizations (UNWTO) recognizes that tourism sector is a leading sector. Community support through its roles and functions in tourism activities is one of the goals of tourism development proposed by UNWTO which consists of Pro Job, Pro Growth, Pro Poor, Pro-Environment.

Tourism Village as tourist destination requires management and improvement of the need for facilities and infrastructure while human resources (HR) in the village still have limitations in terms of management and village knowledge; in this case assistance is needed. Village assistants are one of the strengths that will greatly help the village accelerate the steps to become an empowered village. Village assistants are one of the strengths that will help the village accelerate its steps to become an empowered village. In order to increase community participation in the development of the Village Dongde Tourism Village. The Gentungan village Government formed the Tourism Awareness Group (*Pokdarwis*).

The formation of a tourism awareness group is stated in the Decree of the Head of Gentungan Village No. 141/24 of 2019 at the Gentungan Village Office which was attended by the Karanganyar Regency Culture and Tourism office, The Gentungan village government, as well as leaders and the community. The meeting also unanimously appointed several people, including Mulyono, SE (chairman), Sartono (Secretary) and Suyanto Prasetyo, S.Sos. They were given the mandate to realize the complete formation of the *Pokdarwis* Organizational Structure in Gentungan Village.

The follow up was to hold a *Pokdarwis* member meeting which was held on

September 7, 2019 at the Gentungan village hall, this inaugural meeting was attended by the Gentungan Village Head, administrators and members. The meeting succeeded in establishing the AD/ART and *Pokdarwis* Organizational Structure. The meeting to decide on Dongde valley Tourism *Pokdarwis* was decided by deliberation. The formation of the WLD *Pokdarwis* is expected to be the beginning of efforts to increase public awareness of the importance of tourism in village development.

The Tourism Awareness Group (here in after referred to as “*Pokdarwis*”) is named the Dongde valley Tourism and consists of individuals who have an interest and care in the development of local tourism potential based in Gentungan Village, formed by the Gentungan village head on september 3, 2019. The management of the Dongde valley Tourism *Pokdarwis* is domiciled in Mlilir Hamlet, Gentungan Village, Mojogedang District, Karanganyar Regency with the secretariat address in Hamlet mlilir RT 02 RW 13, Gentungan, Mojogedang District, Karanganyar regency.

The Dongde valley Tourism *Pokdarwis* in Gentungan Village is based on Pancasila and the 1945 Constitution, and is based on national and regional policies that support the direction of developing tourism potential for regional progress, equity, justice, benefits, and community welfare.

The Dongde valley Tourism *Pokdarwis* in Gentungan village has the aim of gathering existing potential together to seek the welfare of members and the community as well as supporting the government in dealing with problems / issues in the tourism sector at the local level and in the community. The dongde valley Tourism *Pokdarwis* in Gentungan Village is in the form of an association that has the aim of strengthening unity and developing awareness among its members, pioneering the developing of various tourism potentials in the nearby environment / at the local (village) level, preserving artistic, cultural, customary and local historical values that support

progress in the field of tourism that has a positive economic and social impact on the community. The Dongde valley tourism *pokdarwis* in Gentungan village is non-political and solely carries out efforts to develop various local tourism potentials. Encourage the implementation of events that become a vehicle for appreciation and promotion of tourism potential in the surrounding environment. In assisting the empowerment of the tourism village community, the author is interested in taking the title the role of *pokdarwis* in assisting the empowerment of tourism village community in the Dongde valley.

LITERATURE REVIEW

According to rahim firmansyah, (2012: 16) *Pokdarwis* is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driver in supporting the creation of conditions conducive to growth and development of tourism and its benefits for the welfare of the surrounding community.

According to Rosita desiati, (2013: 36), the tourism awareness group is a group that grows on the initiative and willingness and awareness of the community itself to actively participate in maintaining and preserving various objects and attractions in order to increase tourism development in the region. Tourism awareness groups as managers of the implementation of tourist villages are able to optimize the development of tourist villages. According to Nur Rika Puspita Sari, (2012: 42), the formation of a tourism awareness group is a manifestation of the concept of developing community-based tourism potential by the local government. The Tourism awareness group is intended to provide an understanding to the community around tourist sites regarding the importance of direct community involvement in maintaining and developing tourism in their respective regions. According to Nur Rika Puspita (2012: 42), The purpose of establishing *pokdarwis* is as a government partner in increasing public awareness in the

tourism sector, increasing human resources, encouraging the realization of *Sapta Pesona*, improving the quality of tourism products in the context of competitiveness and restoring tourism as a whole. According to the author, *Pokdarwis* is an institution consisting of tourism actors who have concern and responsibility and act as a tourism driver on the initiative and awareness of community itself to develop community –based tourism potential and as government partners in realizing tourism awareness and *Sapta Pesona*. Suharto (2006: 93), Said that mentoring is a strategy that will determine the success of community empowerment programs.

Payne in Suharto (2006: 3), says that mentoring is strategy that prioritizes “making the best of the client’s resources”. PDTT Ministerial Regulation No. 3 of 2015 states that Village assistance is an activity to take action to empower the community through village assistance, organization, direction and facilitation. According to Sumodiningrat (2009: 106), mentoring is an activity that is believed to be able to encourage optimal empowerment of the poor. The need for assistance is motivated by the existence of a gap in understanding between the parties providing assistance and the target recipients of assistance. In carrying out their duties, the assistants position themselves as planners, mentors, information providers, motivators, liaisons, facilitators, and at the same time evaluators.

The mentoring strategy consists of several aspects, namely: (1) Listen, it requires the willingness of the companion to listen to the problems, ideas and thoughts, tendencies, and presumptions of those being accompanied; (2) Increase motivation, the assistant should strive to continuously improve the motivation of the community to be active and have a high spirit in achieving success; (3) Adjusting to the accompanying community should adjust to the community they accompany from various backgrounds (religious, cultural, economic, social etc); (4) Communicate effectively; the facilitator must develop

effective communication with the community being assisted in order to establish good relations, so that it is easy to approach the community; (5) Identify community potential, facilitators need to seek, explore, and utilize their respective knowledge, skills and experiences; (6) Develop community capacity, facilitators need to develop the capacity of community members in community learning groups; (7) Develop character, Facilitators can develop a spirit of experimentation and exploration in an effort to solve all problems faced by members of the community learning group community; (8) Improving community competence, facilitators should be able to improve the community's competence in providing assistance, so that by increasing their competence they can increase their income in the future.

The purpose of mentoring is to accelerate empowerment, namely developing strengths or abilities (power), potential, human resources that exist in humans so that they are able to develop themselves. In mentoring activities, it is necessary to have clear goals and objectives that can be seen from the results. Thus, the right approach in empowering rural communities today is mentoring approach, where the facilitator and the village community together increase community capacity, the role of the community is optimal directed to build independence and accelerate the achievement of village community development goals. The functions and roles of companions in the development of tourist villages include: (1) Carry out and create activities that encourage mentoring participants to learn independently on an ongoing basis; (2) Help solve problems that occur in the process of their independence; (3) Creating activities that build independence; (4) Is a system of activities that follow the actions of community groups; (5) As a unifier if the community contradicts each other or conflicts; (6) As a resources if the tourism village community experiences obstacles.

According to Jazuli (2018), that the principle of community assistance, as part of empowerment efforts, is based on the following principles: (1) Equality, facilitators must position themselves on a par with the group being assisted and act as partners in community empowerment; (2) Maintain and preserve the value of local wisdom, mastery and understanding of space, conditions, potential and local culture in community empowerment; (3) Group, as a community located in a village, the community must build in groups and work together with the principles of compassion, compassion and care. Group grow from, by and for the benefit of society. In addition to their own group members, cooperation is also developed between groups and other work partners so that their businesses develop, increase income and welfare and are able to form economic institutions; (4) Continuity, all growth and development activities are oriented to the creation of systems and mechanisms that support sustainable community empowerment. The various activities carried out are activities that have the potential to continue in the future; (5) Independence, independence is an important thing to be developed in the community, they must be given space time for many roles in community empowerment activities. They are motivated to try on the basis of their own will and ability and do not always depend on outside help; (6) Family Unity, the community being assisted must be mobilized as a whole from family members to grow and develop together as a whole family unit. The head of the family and their family members are the drivers and triggers for business progress. This principle requires facilitators to empower all family members to participate in increasing income and welfare; (7) Learn for yourself, groups in society must be encouraged to grow and develop on the basis of their willingness and ability to learn to find out for themselves what they need and what they will develop, including efforts to change their livelihoods and lives.

According to Inti Rakyat Tourism (PIR), hadiwijoyo (2012: 68) a tourist village is a

tourist area that presents an overall atmosphere that reflects the authenticity of the countryside both in terms of social economic, cultural, daily life, customs, has a distinctive architecture and spatial planning and unique, or economic activities that are unique and interesting and have the potential to develop tourism components such as accommodation, food, beverages and other attractions.

According to the ministry of culture and tourism (2011: 1) states that a tourist village has a unique attraction (can be in the form of a physical uniqueness of the rural natural environment, as well as the socio-cultural life of the community) which is packaged naturally and attractively so that rural attractiveness can drive tourist visits to the village. This is called a tourist village. According to Soetarso Priasukmana (2001: 37), a tourist village is tourism object that has excellent artistic and cultural potential in a rural area under the local government. The tourist village according to Wiendu (1993: 2-3) is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. According to the author, a tourist village is a village that has attractions, accommodation and other supporting facilities that attract tourists to visit and enjoy the potential that exists in the village.

An area that is said to be a tourist village must pay attention to the following factors (Syamsu in Prakoso, 2008): (1) Scarcity factor is the nature of tourist attractions that cannot be found or rare in other places; (2) The natural factor is the nature of tourist attractions that have never been changed due to human intervention; (3) Uniqueness, namely the nature of tourist attractions that have a comparative advantage compared to other tourist objects; (4) Community empowerment factors that are able to urge the community to participate and be empowered in the management of tourism objects in their area.

METHOD

This article discusses the role of tourism village *Pokdarwis* with community empowerment assistance located in the Dongde valley Tourism Village, Gentungan Village, Mojogedang District, Karanganyar Regency, Central Java.

Qualitative research method by providing direct assistance with observations and interviews with community leaders of the Dongde valley Tourism Village, *Pokdarwis* Management, *Dasa wisma* management with the aim of knowing the role of *pokdarwis* in mentoring in Dongde valley Tourism village.

Sources of data used are primary data in the form of observations, observations and interviews with resource persons from community leaders, namely *Pak lurah* and *pak Carik*, *pokdarwis* management, namely pak Mulyono as chair of *pokdarwis*, Pak yanto as *Pokdarwis* Secretary and pak agus as market manager for Dongde valley Tourism Village and the administrators of the *Dasa Wisma* are Mrs Nana as treasurer of *Pokdarwis*, Mrs Sri, The Coordinator of the tourist village Market, and Mrs Endah, the coordinator of the homestay.

Interviews were held during October 2020 according to a predetermined and mutually agreed schedule. While the secondary data in this study are reference books, brochures, and notes related to the research subject.

The observation method was carried out directly by going directly to the Dongde Valley tourist village and observing the training carried out by residents of the Dongde Valley Tourism Village. The result of observations, observations and observations then draw conclusion from those obtained

RESULT AND DISCUSSION

The Role of *Pokdarwis* through tourism village Empowerment assistance in the Dongde valley in 2020

Pokdarwis brought tremendous influence to the residents of the Dongde valley tourist

village. The Dongde valley Tourism *Pokdarwis* was founded on the basis of the enthusiasm of the residents of the Gentungan village, especially in the RW 13 Dukuh Mlilir pucung area who have the same view of turning their village into a tourist village that empowers the community. This desire is realized by managing activities in the form of an annual bazaar which was held in 2017, 2018 and 2019 in the form of cultural exhibitions and organic tourism for 7 consecutive days and was successfully visited by thousands of tourists. The activities held are still only momentum and have not created any sustainability so that the economic benefit cannot be felt by the community. Cooperation and communication between tourist villages in the Karanganyar district led the Dongde valley tourism *Pokdarwis* to collaborate with universities to provide assistance. The *Mandala Bhakti Surakarta* Tourism academy which has been trusted by the ministry of tourism and creative Economy to provide assistance to tourism villages to become the Dongde Valley tourism village as an object of assistance. Empowerment of rural communities and sustainable village tourism. The Dongde valley tourism *pokdarwis* has obtained a decree from the head of the youth and sports tourism office with the number SK 556/26/2018 dated 17 September 2018 concerning the determination of the Dongde valley tourism village. Currently in the process of determining the tourism village decree from the *Karanganyar* Regent. *Pokdarwis* assisted by the College of Tourism academy *Mandala Bhakti Surakarta* were carried out intensely by lecturers and students as a manifestation of the implementation of the Tri Dharma of Higher Education which helped accelerate the realization of various stages in achieving the vision as a global tourism village. The mission The Dongde Valley Tourism Village is: (1) Realizing *Sapta pesona* tourism; (2) Realizing the village as a new economic growth; (3) Realizing the village as a center for education and human resource development

Supporting and inhibiting factors of *Pokdarwis* through empowerment of tourism villages in the Dongde valley in 2020

The existence of administrators who support and assist in realizing common goals in this Tourism village is supported by the awareness factor or residents in raising funds to finance the needs of their village with joint contributions and seeking CSR or assistance from outside parties. Residents have an awareness of the benefits of empowering tourist villages in the Dongde valley so that many are aware that they follow themselves without being asked. There is cash that can be used for purposes of the tourist village and is supported by a solid management. The community supports the tourist village. There is an administrator who supports and assists in realizing common goals in this tourist village. The inhibiting factor is the lack of funds, schedules or busy residents in dividing time for daily activities and village development activities, human resources are still lacking. Not all people support the existence of this tourist village/ there are still cons with some communities, there are some residents who do not agree with the existence of a tourist village, not yet aware of the importance of this tourist village.

Supporting factors in Dongde valley tourism village are:

Physical condition of Dongde valley tourism village.

The Dongde valley Tourism village or often referred to as the WLD Tourism Village in Gentungan village, Mojogedang District, Karanganyar regency has a very beautiful rural feel. In this Tourism village, the cleanliness of the environment is very well maintained, the plants are neatly arranged, there is no scattered garbage, so that environmental health is very well maintained.

Facilities and infrastructure of Dongde valley tourism village

The means to reach the Dongde valley tourism village can be reached via two-wheeled or four-wheeled vehicles. The road in WLD

village is paved but the width of the road entering the village is still 2 meters in diameter, so four-wheeled drivers must slowly pass by other vehicles. To come to WLD village, there is no public transportation that crosses WLD village, so most visitors who come to WLD Village use private vehicles.

Community Empowerment

The Dongde valley Tourism village residents are assisted by community empowerment through HR or Human Resources training which is supported or assisted by Lecturers and students from Mandala Bhakti Surakarta Tourism Academy with various kinds of training ranging from making handicrafts for souvenirs, market governance training, training tour guide and culinary.

Information Distribution

Dongde valley tourism village or WLD promotes the village through social media ranging from Instagram, Facebook, YouTube, and WhatsApp broadcasts. Promotion through social media is considered very effective because in this modern era, social media can be seen and accessed by anyone and anywhere. 80% of visitors come to the Dongde valley tourism village or WLD because of information from social media. In addition, the dissemination of information from social media does not require large costs so that it can save expenses. Dongde valley tourism village or WLD already has personal Instagram and YouTube accounts and is accessed anywhere.

Attractions or shows

The Dongde Valley Tourism village or WLD has several arts from Java that are still preserved in the tourist village. Regional arts are usually performed when there are certain events such as Reog, dance campursari.

Baleho/banner as information before going to the destination

Dongde valley tourism village or WLD rarely uses banners/baleho. This tourist village uses more wooden boards as directions. With the wooden planks, you can still feel the rustic atmosphere. Researchers only found 1 banner that reads the obligation to wear a mask when visiting WLD village during the pandemic because this is a form of caring for the

community by running CHSE in the Dongde valley tourism village.

Directions

There are several directions to the Dongde valley Tourism village or WLD that are installed and use wood because they still maintain local wisdom in the village. Dongde Valley tourism village because it is quite spacious in the village there are also wooden signs to help visitors around the village.

Art at Dongde valley tourism village

In the Dongde valley Tourism Village or WLD, there are Javanese regional arts that are still preserved such as Reog, Wayang Kulit, dances. This art show is held when there is a big event and only certain events

Maintenance of attractions

The maintenance of tourist objects in the Dongde valley tourist village is carried out by the villagers together by doing community service and mutual cooperation

Village Hospitality

The residents of the Dongde valley Tourism Village or WLD are very friendly. Every visitor who comes is always greeted with a smile. Villagers consider all tourists or visitors who come are relatives. They never distinguish one from the other.

Cleanliness

The cleanliness of the environment in the Dongde valley Tourism village is very well maintained. The community is very consistent in maintaining cleanliness so that every dirty front of their house cleans them immediately without waiting for instructions from the Pokdarwis. Plants grow and develop and are neatly arranged. All village roads are always clean.

Attraction Ticket Prices

Ticket prices for attractions are very cheap and affordable. The following is a tour package in the Dongde valley tourism village.

Lodging/ Homestay

Dongde valley tourism village has several homestays that can be used for tourists who want to live in and stay overnight. Some of the homestays offered are very comfortable and already have applicable standard operations

Souvenir Center

In *WLD* village, there is no gift center yet. Villagers are still trying to build a central shop for souvenirs. For now, the villagers are still using this as a discourse, they hope that it will be realized in the near future.

Food Stalls

Dongde valley tourism village has several food stalls selling various snacks. The food stall facilities tourists or visitors who want to eat and buy snacks such as drinking water, snacks and various noodles.

Bathroom /toilet for visitors

The public bathroom here is also very unique because it is still very traditional. The existing bathrooms are still simple because of the lack of funding so that the villagers together with the *Pokdarwis* can only build makeshift but clean ones for bathing and smelling water.

Mosque

The Dongde valley Tourism village has a village mosque called the Al-Musanni Mosque so that muslim visitors can pray at the mosque. The worship equipment is also complete, both adult and children's *mukena*, and there is also a *sarong* for man.

Parking lot

The parking lot at the Dongde valley tourism village is very wide so that it can accommodate 2-wheeled and 4 wheeled vehicles. The management of the parking lot is also managed by the *pokdarwis* team and goes to the dongde valley tourist village treasure.

The Impact of the Role of *Pokdarwis* through Assistance in empowering tourism villages in Dongde valley in 2020.

The role of *pokdarwis* brings many positive impacts in assisting the dongde valley tourist village in Gentungan Mojogedang. Human resources who initially do not have the skills have the skills they need so that they are more confident in carrying out activities.

The community becomes more active in collaborating and working together in realizing a real tourist village with awareness of participating in trainings. Get additional income from sales at the *ciplukan* market and get a beautiful environment from the results of planting plants that are ordered from the companion of the tourist village.

There is an idea for a business to produce a work so that it can empower people to be more productive in their spare time and there is additional income that is felt by the community from making *talipet* crafts. Increasing the spirit of *gotong royong* and community service, the community gets an increase in income, is proud as a villager because it has a famous tour, can be realized as an international tourist village which will certainly increase the income of villagers, organize the environment, residents get additional income, increase skills because of the existence of training and the environment is more beautiful than growing crops.

The general impact of the community is that first the environment becomes more beautiful and comfortable because of public awareness for better associations and even selling them, secondly getting additional economics from buying and selling activities at the *ciplukan* market, handicrafts and homestays and in terms of community harmony, the community is getting more compact from frequent occurrences.

Meeting, happy because the village is better than before, in general it is good because it increases public awareness in preserving the rural environment, especially preserving the existing culture, and personally with the existence of this tourist village, it has been able to generate jobs without having to go far out of the village also feel proud.

CONCLUSION

Pokdarwis has a very important role in assisting the empowerment of the dongde valley tourism village, namely as a motivation for community members in providing direction and socialization to make the tourist village develop and progress with the large number of visitors who come and of course it all requires a process and preparation that is not simple but through training and assistance in obtaining superior human resources and ready to receive tourists who come to visit.

The Dongde Valley Tourism village has many supporting factors in making a tourism village that develops with the potential of the existing village, a very supportive community and

cohesiveness of the villagers in workong together.

While the inhibiting factors are the lack of funding and the presence of some residents who do not understand tourism awareness. The impact of the role of *pokdarwis* through assistance in empowering tourism villages in the Dongde valley the village becomes more developed, many tourists come, the welfare of the village increases with the existence of market and increases the income of villagers, the majority of whose livelihood is as farmers and ranchers.

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