

Tourism Skill Improvement of Kelompok Sadar Wisata (Pokdarwis) Mutiara Beach, Kabupaten Trenggalek

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Abstract

Mutiara Beach is one of the tourist attractions in Tasikmadu Village, Watulimo District, Trenggalek, which is in the stage of tourism development. Tourists did not widely know Mutiara Beach because it was developed last. The advantage of Mutiara Beach is that it is located in a bay, so it has calm waves and is suitable for various water rides. The main problem in the Mutiara Beach tourist area is the need for more tourism promotion at Mutiara Beach, so there is a buildup of tourists at Karanggongso Beach and Simbaronce Beach during holidays. On the other hand, Pokdarwis members still need to gain the knowledge and skills to develop tourism promotion strategies that highlight the potential advantages of Mutiara Beach. The proposed solution to overcome the above problems is in the marketing aspect, namely increasing partners' capacity to implement and manage the promotion of Mutiara Beach tourism through social media. The training provided to partners includes training on making promotional media for YouTube, Instagram, and photography training. The results obtained are an increase in partner knowledge regarding the management of tourism promotion and an increase in partner skills regarding tourism promotion through Social Media. The conclusions of this community partnership programs are (1) Tourism promotion training, held on August 8, 2022, and (2) Photography training, held on August 9, 2022. Outcomes in this community partnership program including (1) increased knowledge of partners regarding the management of tourism promotion, (2) improve partner skills regarding tourism promotion through Social Media.

Keywords: empowerment, photography, promotion, social media

1. Introduction

Trenggalek is one of the East Java districts with promising tourism potential. Some of them are Lowo Cave, Brongkah Temple, Trenggalek Green Park, and beach tourism areas in Tasikmadu Village, Watulimo District.

Tasikmadu Village has the largest population in the Watulimo sub-district, Trenggalek Regency, with a total of about 12,685 people, with an area of about 2,785,412 Ha. It is located in the easternmost bordering Klatak Beach, Tulungagung Regency, south of the Indian Ocean, west of Prigi Village, and to the north of Keboireng Village, Besuki District, Tulungagung Regency. Topographically, Tasikmadu Village is located on the seafront, so many people make a living as fishermen/fishers.

The most significant economic potential of Tasikmadu Village comes from tourism and fisheries. In the area, several beach tourism objects have high potential, including Prigi Beach, White Sand Beach (Karanggongso), Simbaronce Beach, and Mutiara Beach. Potential economic activities in the form of fishing business centered at the Prigi Archipelago Fishery Port (Pelabuhan Perikanan Nasional Prigi), while processing smoked fish products centered on

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Simbaronce Beach and Karanggongso Beach. Tourism service businesses include food stalls, homestays, and water games centered on Karanggongso Beach and Karanggongso Beach. Pearl Beach.

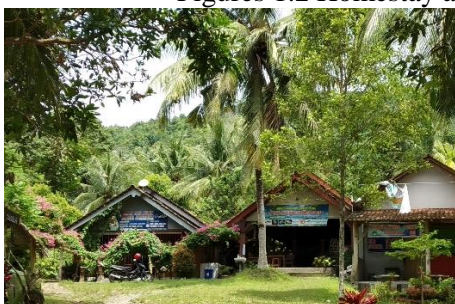
Of the several tourist attractions in Tasikmadu Village, one of the tourism potentials which has only been developed in the last two years is Mutiara Beach. The beach is located south of the White Sand Pantai and Simbaronce Beach. Tourists did not widely know Mutiara Beach because it was developed last. The advantage of Mutiara Beach is that it is located in a bay, so it has calm waves and is suitable for various water rides. The leading tourist facilities available on this beach are listed in Figures 1.1 to 1.3.



Figures 1.1 Water Games



Figures 1.2 Homestay at coastal area



Figures 1.3 Fish Processed Restaurant

The management of Mutiara Beach tourism is carried out by Kelompok Sadar Wisata (Pokdarwis). The Pearl Beach Pokdarwis was established in 2017 and aimed as a driving agency to develop Mutiara Beach tourism. Pokdarwis is under the guidance of the Trenggalek Regency Tourism Office, which consists of business actors in the beach area, which includes restaurant entrepreneurs, homestays, parking managers, and beach entrance tickets. The current chairman of the Pantai Mutiara Pokdarwis is Mr. Guntur, with 25 members, consisting of 17 food stall owners, five homestay owners, and three parking managers. Pokdarwis also play a role in coordinating the management of marine tourism in the Pearl Beach area with Kelompok Masyarakat Pengawas (Pokmaswas) Rembang Raya.

The partner who cooperates with the empowerment team is Pokdarwis Pantai which is a productive economic community group because institutionally it has cash flow from parking income and business members' fees. From the results of interviews with the head of Pokdarwis Mutiara Beach, the main problem in the Mutiara Beach tourist area is the lack of tourism promotion at Mutiara Beach so that there is an accumulation of tourists on Karanggongso Beach and Simbaronce Beach during holidays. Tourists do not know the advantages and characteristics of Mutiara Beach compared to other tourist objects in the Tasikmadu Village area. Based on interviews with Pokdarwis Mutiara Beach, the number of tourists at Mutiara Beach in January 2022 was 15,051 people, when compared to the data on the number of tourists at Karanggongso Beach which reached 70,000 people, the number of tourists at Mutiara Beach was far behind compared to the surrounding beach attractions. On the other hand, Pokdarwis members do not yet have the knowledge and skills in developing tourism promotion strategies that highlight the

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potential advantages of Mutiara Beach. In addition, Pokdarwis members have limited access and skills in utilizing social media as a tourism promotion medium. Therefore, efforts are needed to increase the knowledge and skills of Pokdarwis members in promoting Mutiara Beach tourism.

The purpose of this community partnership program is to improve the skills of partners in promoting Mutiara Beach tourism through social media.

2. Method

2.1. Increasing Skills in Promotional Media Through Youtube, Instagram

Promotion is a marketing tool for tourism objects that aims to increase the number of visitors, provide information to visitors who have come, and remind visitors to make return visits. [1]. To improve the number of visitors, tourism managers must be able to establish a communication strategy with the following stages [2] :

- Introduction to Audience
Promotional media in the early stages are used to introduce the profile of the destination and the advantages of Mutiara Beach tourism.
- Ordering
Messages conveyed through promotional media must be adapted to the target audience and delivered continuously in language that attracts attention.
- Media Usage
The media used for tourism promotion is focused on YouTube and Instagram.
- Method determination
The method used in tourism promotion communication is the AIDCA (Attention, Interest, Desire, Conviction, Action) method [3]. The stages of the process to increase the skills of making promotional media are as follows.

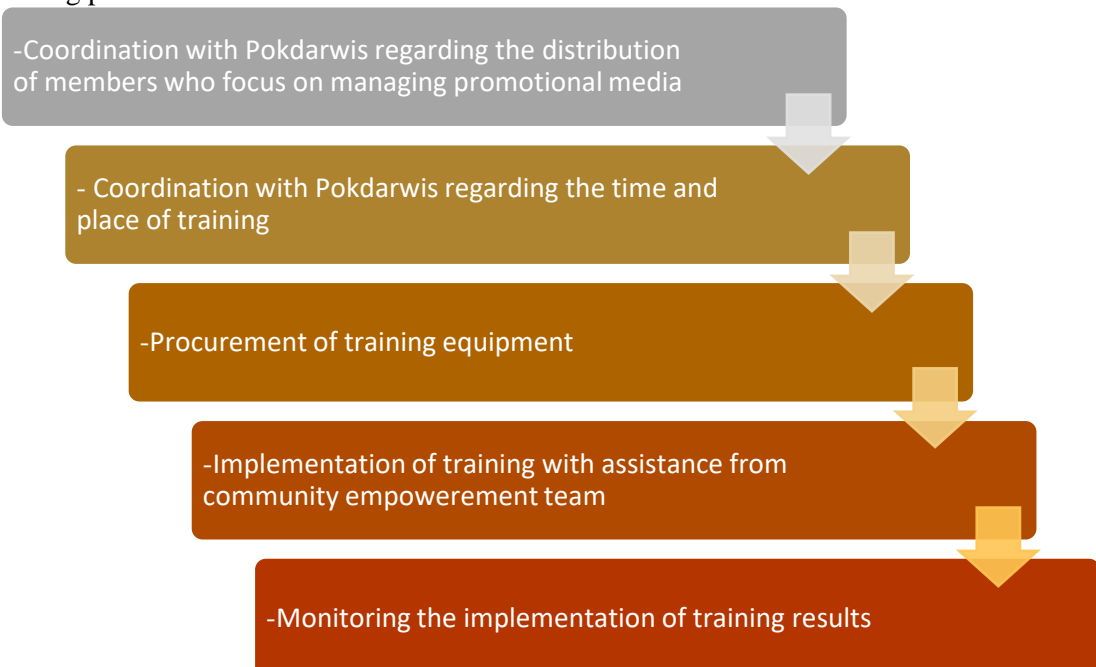


Figure 2. Implementation Stages of Promotional Media Training

In the early stages of the training, partners are shown promotional media made by tourism managers from other regions as benchmarks or comparative studies that have succeeded in increasing the popularity of tourist attractions.

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Partner participation in this program consist of volunteers forming a small team of 3-5 people as media promotion managers through social media as well as content contributors. Furthermore, in the training, partners are willing to provide a place and supporting training equipment such as tables, chairs and sound systems.

Evaluation of program sustainability is through the implementation of promotional activities through social media that have been made actively and regularly as measured by the number of views, likes and comments.

2.2 Improving Landscape Photography and Human Interest Skills for Tourism Promotion

The improvement of partner photography skills is intended so that the promotional media that has been created can be optimized by partners by regularly uploading photography results with Mutiara Beach objects. The photography techniques taught are landscape photography and human interest which can be directly applied by beginners using only a smartphone. Landscape photography is a photography technique that utilizes nature and its surroundings as photo objects. Landscape photography techniques are able to display the natural beauty of beaches, coastal and marine biodiversity so that they can be used effectively for marketing coastal tourism objects [4]. Human interest photography is a portrait technique that is centered on human activity and behavior, describing the atmosphere, activity or expression of a person. Human interest photography techniques are able to highlight beach tourism activities such as speedboat or bananaboat rides. From the research results, it can be seen that human interest photography is able to evoke emotions and imagination for the audience [5]. The stages of the process to improve photography skills are as follows.



Figure 3. Stages of Photography Training Implementation

Partner participation in this program is the provision of smartphone as photographic equipment. Evaluation of program sustainability is measured by displaying photographic results on promotional media accounts that have been made regularly at least once a week with the quality of the photos according to what was presented in the training.

3. Result and Discussion

3.1. Improvement of Promotional Media Creation

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The promotion of media promotion skills was carried out through training which was attended by the management and members of the Pantai Mutiara Pokdarwis on August 9, 2022. The material was presented by Arief Rahmawan S.T., M.T., M.B.A. to trainees. The participants who attended the training on the skills of making promotional media were 20 people. Tourism promotion training is carried out in several stages, including:

1. *Pre-test*

Before delivering the material, the participants were given a list of questions as a pre-test which aims to determine the level of public knowledge and awareness of the promotion of Mutiara Beach tourism. Questions are given in multiple choice form. Parameters measured in the pre-test include :

- a. Knowledge of the purpose of photography for tourism promotion
- b. Knowledge of the attractiveness of tourist objects
- c. Knowledge of social media
- d. Awareness about tourism promotion and its benefits
- e. Awareness of tourism promotion responsibilities

2. Training delivered to participants including :

Tourism promotion through Social Media

- Information to public about tourism potential

Optimum promotion criteria

- Highlight the uniqueness of each area.
- systems and skilled personnel to manage digital communication and promotion
- always update the content

Advantages of Social Media

- Cheap
- convey information from one individual to another to another group

Impact of photos uploaded on social media

- The feeling and interest of tourists arises to visit the tourist destinations in the photos
- The more informative and interesting the greater the possibility of domestic or foreign tourists to come

3. Discussion session

In the question and answer session with presenters and the community service team, participants explained the obstacles experienced in implementing tourism promotion at Mutiara Beach, including :

- Limited skills of participants to take pictures of scenery
- Limited time for participants to manage Pantai Mutiara's social media
- Limited knowledge of participants in conveying interesting information about Mutiara Beach
- Limited knowledge of participants in making narratives in tourism promotion on social media

After knowing the obstacles experienced by partners in implementing tourism promotion, the community service team and speakers provided solutions in order to

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increase tourism promotion, including :

- Assistance in photography activities
- Establishment of a coordinator in creating promotional content so that shooting for promotions can be done in rotation
- There is provision regarding the selection of information and narratives that will be raised in promotions on social media

4. *Post-test*

After the material was delivered, the post-test was given to the participants with the same question items as the pre-test with the aim of knowing whether there was an increase in participants' knowledge or awareness of tourism promotion. From the results of the assessment between the pre-test and post-test, a tabulation of the values of each parameter in the image is obtained in figure 4.

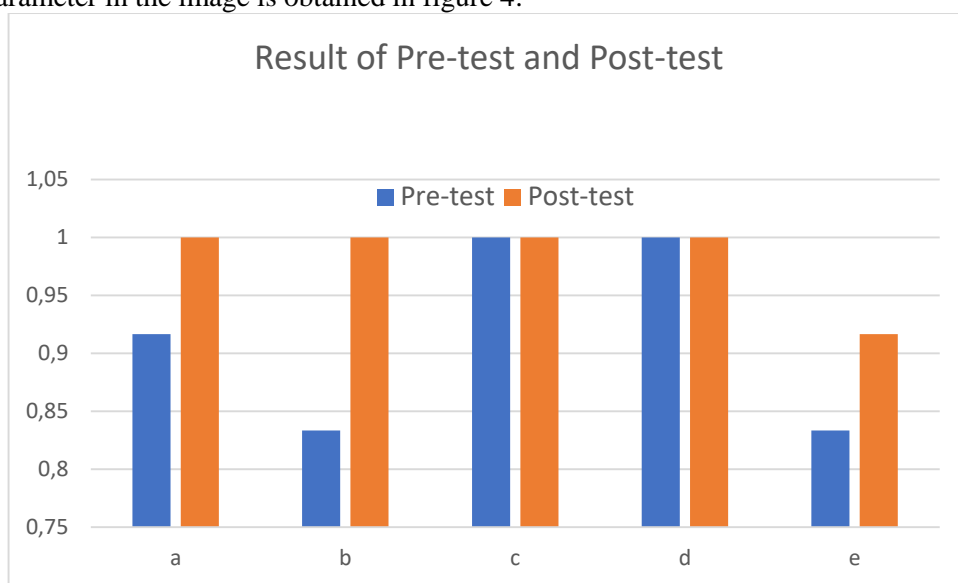


Figure 4. Tabulation of Pre-test and Post-test for Tourism Promotion Training

From the results of the assessment, it can be seen that after being given training on the importance of tourism promotion through social media, the parameters regarding knowledge about photography destinations and tourist attractions increased. In addition, participants' awareness of the responsibilities of tourism promotion also increased. Parameters regarding participants' knowledge of social media and awareness about the positive impact of promotion through social media were already high before the training, so that the assistance that needs to be carried out intensively after the training is assistance for photography and how to sort out tourist attractions to be highlighted as promotional material.

5. Filling out the training feedback questionnaire

After the participants were asked to fill out the post-test, then the participants were asked to provide an evaluation of the implementation of the tourism promotion training through filling out the participant feedback questionnaire. Participants rated each assessment parameter with a number range of 1 to 5, with a value of 1 being very bad and 5 being very good. From the results of the assessment, the average score was 3.52, which means that the overall delivery of the training was considered quite good by the participants. The results of the questionnaire are as follows.

Table 1. Assesment Parameters of Training Feedback

No.	Assesment Parameters	Score (1-5)
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1.	The material presented about photography is interesting	3,40
2.	The speaker delivers material about photography clearly and easily understood	3,60
3.	Time allocation of training	3,30
4.	The presentation of material make the participants more enthusiastic about promoting Mutiara Beach products and tourism	3,70
5.	This activity has provided the appropriate knowledge needed by participants as tourism managers and business actors	3,50
6.	This activity has provided benefits to the participants	3,60
	Average	3,52

6. Activities Documentation



Figure 5.1 Filling the questionnaire and training



Figure 5.2 Community service team and participants

3.2. Improvement of Photographic Skill

Photography skills training was carried out with the aim of increasing the skills of Pokdarwis management on how to take correct and attractive pictures for the purposes of promoting Mutiara Beach tourism on social media. The success of tourism promotion is also influenced by the quality of photos uploaded on social media related to natural beauty and the characteristics of tourism at Mutiara Beach. Therefore, after the tourism promotion training

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was carried out, on the second day it was continued with training on basic photography techniques using a smartphone. In this training, participants are trained directly to take pictures by paying attention to basic photography principles by utilizing the equipment they have, namely their respective smartphones. After that, the results of the drawings from each participant were reviewed and input was given for improvement by the presenters. The photography training was held on August 10, 2022 at the Mutiara Beach location with the same participants as the tourism promotion training participants on the previous day. Photography training is carried out through several stages, including :

1. Presentation of Fundamental Photography Techniques

Materials regarding basic photography techniques consist of:

- Landscape Photo Techniques
- Product Photo Techniques

2. Mutiara Beach Hunting Photo Practice

After participants were given an explanation of the theory of basic photography techniques, then participants were given the opportunity to take pictures at the Mutiara Beach location accompanied by a team of community service personnel so that participants had hands-on practical experience in taking pictures according to the theory that had been conveyed.

3. Evaluation of Participants' Photo Results

After the practice of taking pictures, then a review and discussion was carried out with the presenters regarding the results of the pictures that had been taken. In addition, participants were given input to improve the quality of the images taken. Figure 6 shows the results of taking photos by participants.

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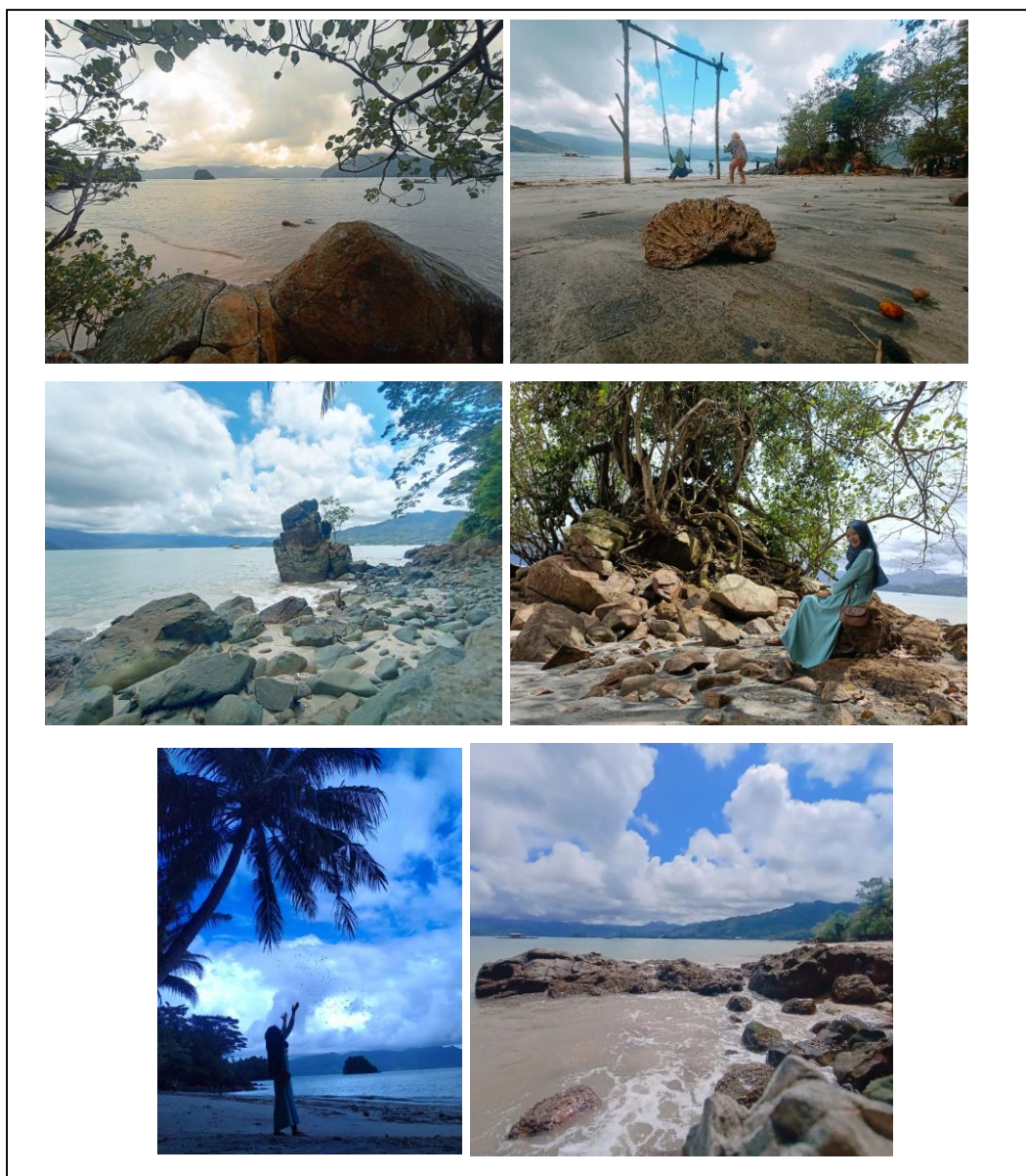


Figure 6 Participants' Photo Result

The output that has been achieved is an increase in partner empowerment, with the following details :

- a. Increased knowledge of partners regarding the management of tourism promotion
 From the results of the pre-test and post-test that have been carried out in the training on product diversification and tourism promotion, the results are in the form of increased partner knowledge related to the training material.
- b. Improve partner skills regarding tourism promotion through Social Media
 After the implementation of the training on tourism promotion and photography, the results obtained are an increase in partner skills in creating content on the official Instagram of Mutiara Trenggalek Beach. Prior to training, partners only repost or re-upload photos or videos uploaded by other people regarding Mutiara Beach. However, after the training, partners can create content and upload photos and videos about Mutiara Beach as a tourism promotion medium

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4. Conclusion and Recommendation

Implementation of community partnership programs that have been implemented include:

- a. Tourism promotion training, held on August 8 2022 with the aim of Pokdarwis Pantai Mutiara.
- b. Photography training was held on August 9, 2022 with the aim of the Mutiara Beach Pokdarwis.

The outputs that have been achieved in this community partnership program include:

- a. Increased knowledge of partners regarding the management of tourism promotion
- b. Increasing partner skills regarding tourism promotion through Social Media

The follow-up plan that will be carried out is monitoring the construction of Mutiara Beach tourism promotion facilities in the form of photo spots under water and on the beach to increase visitor interest.

Recommendation for further community empowerment programs are the initiation of eco-tourism under Mutiara Beach because of the potential for water tourism and the conservation of coral reefs and marine life that is being launched by POKMASWAS (Kelompok Masyarakat Pengawas) in the area of Mutiara Beach.

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