Empowerment of Tourism Awareness Groups in the Panbo Beach Area in an Effort to Improve Website-based Tourism Management

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Abstrak. Pemerintah Daerah mengeluarkan Peraturan Daerah Kabupaten Kampar Nomor 14 Tahun 2020 tentang Rencana Induk Kepariwisataan Kabupaten Kampar 2020-2025. Untuk menyelengarakan kepariwisataan dalam upaya untuk meningkatkan pendapatan nasional, memperluas dan memeratakan kesempatan berusaha dan lapangan kerja, mendorong pembangunan daerah. Tujuan penelitian ini untuk meningkatkan pendapatan nasional, memperluas dan memeratakan kesempatan berusaha dan lapangan kerja, mendorong pembangunan daerah, memperkenalkan dan mendayagunakan daya tarik dan destinasi wisata di Kabupaten Kampar. Lokasi pengabdian pemberdayaan kelompok sadar wisata berada di kawasan Panbo, kelurahan Batu Bersurat. Penelitian ini merupakan research and development dengan implementasi sistem informasi berbasis website dengan subjek berupa kelompok sadar wisata di Panbo Beach. Alat pengumpulan data berupa observasi dilapangan dan pre-interview guna mencari permasalahan dilapangan. diusulkan Teknologi untuk membantu mitra dalam menyelesaikan masalah prioritas mitra yaitu masalah pemasaran, dengan memperkenalkan dan memasarkan Panbo Beach melalui media pemasaran berbasis website yang kompatibel dengan android untuk memudahkan wisatawan dalam mengenal Panbo Beach maupun memudahkan manajemen untuk mengelola. Hasil yang diperoleh berupa sistem informasi berbasis website dengan tujuan untuk mempermudah masyarakat kelompok sadar wisata dalam mengelola destinasi wisata Panbo Beach dengan sistem masa kini, selain itu, pengelolaan wilayah destinasi dan media promosi parisiata juga menjadi bagian dari kemudahan penggunaan sistem informasi berbasis website.

Kata kunci: pantai panbo; pokdarwis; website pemasaran; keuangan

Abstract. To organize tourism in an effort to increase national income, expand and equalize business opportunities and employment opportunities, which encourage regional development. The purpose of this study is to increase national income, expand and equalize business opportunities and employment, which encourages regional development, introduces and utilizes tourist attractions and destinations in Kampar Regency. The location is in the Panbo area, Batu Bersurat village. This research is a research and development with the implementation of a website-based information system with the subject of a tourism-aware group on Panbo Beach. Data collection tools in the form of field observations and pre-interviews to find problems in the field. The technology proposed to assist partners in solving partner priority problems, namely marketing problems, by introducing and marketing Panbo Beach through website-based marketing to make it easier for tourists to get to know Panbo Beach and make it easier for management to manage. The results of a website-based information system with the aim of making it easier for tourism-aware people to manage Panbo Beach tourist destinations with the current system, in addition, management of destination areas and promotion of tourism media are also part of the ease of use of web-based information systems.

Keywords: panbo beach; pokdarwis; marketing websites; finance

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INTRODUCTION

Each area has more value so that it becomes a special attraction for others. This attraction is something that requires management in scale and sustainable development, as well as tourism in Indonesia which has a lot of biological and non-biological wealth so that it can increase regional income and prosper the community.The tourism sector, whether government, business or private, and the community have an important role for the success of tourism in an area. Related to this, the tourism development strategy carried out by the Kampaar Regency government is by forming a Tourism Awareness Group (*Pokdarwis*) with the aim of becoming a partner of the regional government in increasing tourist visits, both local and foreign tourists to Kampar Regency.

The development of the Panbo Beach tourist destination is one of the local government's efforts carried out in accordance with the Kampar Regency Regional Regulation Number 14 of 2020 concerning the Kampar Regency Tourism Master Plan 2020-2025 (*Peraturan Daerah Kabupaten Kampar Nomor 14 Tahun 2020*). According to the regulation, it is necessary to develop tourism destinations which include the development of tourist attractions, construction of tourism facilities, construction of public facilities supporting tourism, development of infrastructure/infrastructure, community empowerment, and development of integrated and sustainable tourism investment. Community-based tourism by empowering *Pokdarwis* which consists of local communities is the right step so that the economy in the area can develop. However, this effort was hampered by the Covid-19 pandemic which forced the tourism sector to stop operating in various places due to government policies to limit people's movement.

The local government is currently intensively developing tourism, one of the ways that the Tanggamus Regency Government is to develop tourism is by involving the Tourism Awareness Group (*Pokdarwis*) such as conducting related to the new destination of nature tourism Panbo Beach in Kampar Regency. Panbo Beach is a landscape area consisting of rivers, hills and a stretch of land for the tourism conscious group covering an area of ±12 hectares. Panbo Beach is located in Batu BersuratPanbo Beach, District XIII Koto Kampar, Kampar Regency. The Batu Bersurat area is known to have a rich history because the area is adjacent to the Muara Takus Temple which is the oldest temple in Sumatra and the only temple site in Riau Province. The historical wealth in the Batu Bersurat area is an incident in 1990 where the government drowned several PanboBeachs for the construction of the Koto Panjang hydropower plant in Kampar Regency.

The existence of the Covid-19 pandemic is the main obstacle to developing this location into a tourist spot known to the public due to social restrictions by the government. According to data from the Ministry of Tourism and Creative Economy, the existence of large-scale social restrictions to prevent the transmission of Covid-19 and the closure of access to and from Indonesia, caused a decrease in state revenue in the tourism sector by Rp20.7 billion(The Ministry of Tourism and Creative Economy, 2021). Therefore, it is necessary to take effective steps to be able to introduce Panbo Beach so that it can be known by the public.

At this time, Pando Beach has not been officially operated as a tourist spot, but the *Pokdarwis*Panbo Beach which is guided and accompanied by the Tourism and Culture Office of Kampar Regency has initiated the implementation of several events by collaborating with various parties to be able to introduce this place to the wider community. One of the events that has been held at Panbo Beach is the Election of Bujang Dara Kampar hosted by the Tourism and Culture Office of Kampar Regency on November 23, 2021. Another event is camping in welcoming the 2022 new year which invites various parties such as the Head of the Tourism and Culture Office of Kampar Regency , Head of Sub-district and Head of Batu Bersurat, Polsek and Koramil. Figure 2 below shows the events that have been held at Panbo Beach while also showing the natural beauty of Panbo Beach.

At the time of initial observation to the tourism manager of Panbo Beach, in general, tourists who visit this Panbo Beach tour are still dominated by domestic tourists and a few from foreign countries. One of the obstacles is the problem of limited tourism promotion and the absence of digital media such as Panbo Beach websites. Whereas currently consumers are very dependent on the information they get from the digital world, especially from websites and social media(Polus and Bidder, 2016; Yousaf and Xiucheng, 2018). Panbo Beach already has a tourism website that is used to promote the Panbo Beach's tourism potential, However, the appearance of the website is less attractive, and does not provide important information. In fact, most of the website pages that are supposed to provide information related to tourism, events, or facilities, turn out to beempty or does not contain any information.

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Another major problem faced by Panbo Beach is marketing which is still limited to social media Facebook and Instagram. Meanwhile, the marketing method is still not effective. This is because the marketing network is still limited on a local scale in the Kampar Regency area. In fact, this tourist location is still not known by the wider community.Based on the explanation of the problems above, as a solution that can be done through this community service activity, namely by utilizing information technology in the development of a tourist Panbo Beach website to increase the promotion of Panbo Beach as a new tourist destination.

This literature review on community service is based on previous research that has been carried out, in research that has been carried out, among others, by (Airlangga et al., 2020) aims to increase the knowledge and ability of Panbo Beach officials in making websites, as well as increasing the ability of Panbo Beach officials in operating and managing websites. The method used in PKM activities is flexible training. The results achieved from this PKM are the formation of Panbo Beach websites and Panbo Beach staff / apparatus who are able to manage Panbo Beach websites properly and correctly.

Then the second study byUtomo, Tulili and Noor (2020). This PKM activity aims to develop a Kedang Ipil tourist Panbo Beach website as a medium for delivering information, administration, and tourism promotion in Kedang Ipil Panbo Beach. The method used is to identify problems in the field factually, then study literature, collect data, data analysis, system design, development, application testing, application operation training, and then end with application maintenance after the website application has been officially launched. The results achieved are the formation of a tourist website application as a medium of information, administration and promotion, which has been tested using the Blackbox testing method, and the test results show that all the functional features of the application have functioned as expected.

Further research by Rizaly and Rahman (2021), that is stated that he problem faced in this activity is how to develop a website-based tourism information system to increase public awareness of the potential of the Dompu district. The expected result is an increase in public awareness of Dompu Regency in using a website-based tourism information system, although it is not optimal due to inadequate internet facilities to open links on the website. Subsequent research byFitriawan, Murdika and Yudamson(2019), developed a website with the aim of providing training and guidance to the people of PekonKiluan Negeri, in utilizing information and communication technology. The method used is training and assistance in managing the website as a promotional medium for PekonKiluan Negeri. The results achieved are the increasing competence of human resources in PekonKiluan Negeri in the context of utilizing ICT for the promotion of tourist areas.

Research by M. Hasmil Adiya (2021) raised the theme of Knowledge-Based System Design to Detect Notebook Damage Using the Web. Describes if An application that has troubleshooting capabilities on a notebook. Where the Expert System uses a Web-based application to assist users in analyzing problems. The system uses Personal Home Page (PHP) as the web application language, and My Structured Query Language (MySQL) as the Database Management System (DBMS). Benefit from the Expert System to detect notebook problems that are easy to use and easily accessible where users can access the system using a mobile phone that supports internet technology.

Research on tourism was written bySuroyo, Wirata and Kamaruddin(2017) in an effort to manage the Bedekeh Ritual Cultural Tourism Strategy of the Akit Tribe on Rupat Island, Bengkalis Regency, Riau Province. This study aims to implement a strategy for managing bedekeh ritual culture tourism as a cultural tourism attraction and presents some basic issues related to the existence of the Akit tribe on Rupat Island, Bengkalis Regency, Riau Province. Some of the existing problems such as not optimal quality of human resources, facilities and infrastructure, promotion. This can be overcome with the active participation of various parties, especially the local community and local government.

METHOD

a. Requirements Analysis and System Design

At this stage, the methods to be implemented were: analysis is carried out to determine the needs of partners to be developed in the design of a web-based marketing system. Some of the needs that need to be analyzed were the types of services offered by partners, target market, ticket reservations, and others. System analysis and design consisting of website design that was compatible with android. At this stage, the proposer team conducts FGD with partners to was able to explore the information needed to be loaded into a web-based marketing media system

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which was made compatible with android so that it can be accessed and managed using an android-based mobile phone. The system design was guided by the proposer team in accordance with the knowledge and expertise of the proposer team, and the design and development of this web-based marketing system was assisted by one student, so that the student will have experience and learning in designing and building a web. Mentoring Methods and FGD introduction of the tourism Panbo Beach web program and the importance of introducing this program to be carried out/facilitated by the community service team who were concerned with the study of this service activity plan. Monitoring and Evaluation of the results of the activities that have been carried out, because the Team hopes that this service activity will continue.

b. Supervision

Every implementation of the system and activities will always be supervised by a team of lecturers so that they can run smoothly and minimize technical obstacles. In carrying out all stages of these activities, the lecturer team was assisted by two students. That this student involvement will be converted into 3 credits in completing the final project in one semester.The steps taken in this Community Service (PKM) activity include:

1. Observations by conducting field surveys and interviews with the Owner of PanboBeachand his staff, with the implementation stages as follows:

- Field surveys were carried out to find out directly the condition of objects that participated in community service activities (Wanti& Sari, 2021).

- Interviews were conducted to find out the various problems faced, training plans, tools needed, time and location of implementation (Wanti and Tripustikasari, 2019).

- Coordination with the Panbo BeachOwner and his staff to explore the needs of the participants, namely the Panbo Beach andPokdarwis and seek information related to skills that will be developed in the service that will be carried out.
  Related to the problems faced by Panbo BeachDestination related to the management of tourist destinations that have not been optimal(Mulyani et al., 2021).

2. Dividing the tasks of the proposer team in the implementation of the PKM to build a website as well as the preparation of a website manual book.

3. Prepare equipment related to equipment that needs to be prepared by technicians to support the smooth running of training activities.

4. Development and training of a website-based Tourism Destination Information System.

RESULT AND DISCUSSION

Empowerment of tourism-aware groups in the Panbo Beach area aimed to maximize the benefits of tourism and minimize its negative impacts, especially on the host country, especially by complying with tourist-aware groups which are necessary for the achievement of sustainable development goals. However, tourism, because of its large scope and impact, has significant potential to encourage and expand its contribution to humanity, by becoming an important leader in Human Development. This community service, especially to the tourism awareness group (*pokdarwis*) suggests the development of a particular type of tourism, Human Development Tourism, which aims to utilize the world's material and intangible cultural heritage to foster a universal culture of HD values and principles.Human Development Tourism maximizes the enormous potential of tourism to overall promote human development by directly developing people's awareness of Human Development, its value to them, and their role in it, thereby enabling them to better serve it.

Tourism development is the process of continuously matching and adjusting tourism supply and demand to achieve the stated mission. In developing a destination, there are various efforts that are planned in such a way as to be able to attract visitors. at least 3 (three) criteria to attract visitors, namely (1) Something to See, namely something that can be seen or become a spectacle; (2) Something to Do, which is something that can be done to give a feeling of pleasure or relaxation and bring new experiences; (3) Something to Buy, namely the existence of something that makes it easier for tourists to shop which is generally a characteristic or icon of the tourism object in question so that it can be used as souvenirs.

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Panbo Beach is located in Batu Bersurat Village, District XIII Koto Kampar, Kampar Regency. Based on the Google Maps application, the distance from the Pelita Indonesia Institute of Business and Technology to the Panbo Beach location is 99.5 km with a travel time of about 2 hours 21 minutes. Devotion to tourism-aware groups in the Panbo Beach area can be a means to improve the skills of tourism-aware groups in managing natural tourist destinations by utilizing a website-based information system, in this case, developing skills in managing the Pando Beach area in the form of training or often referred to as workshop term.

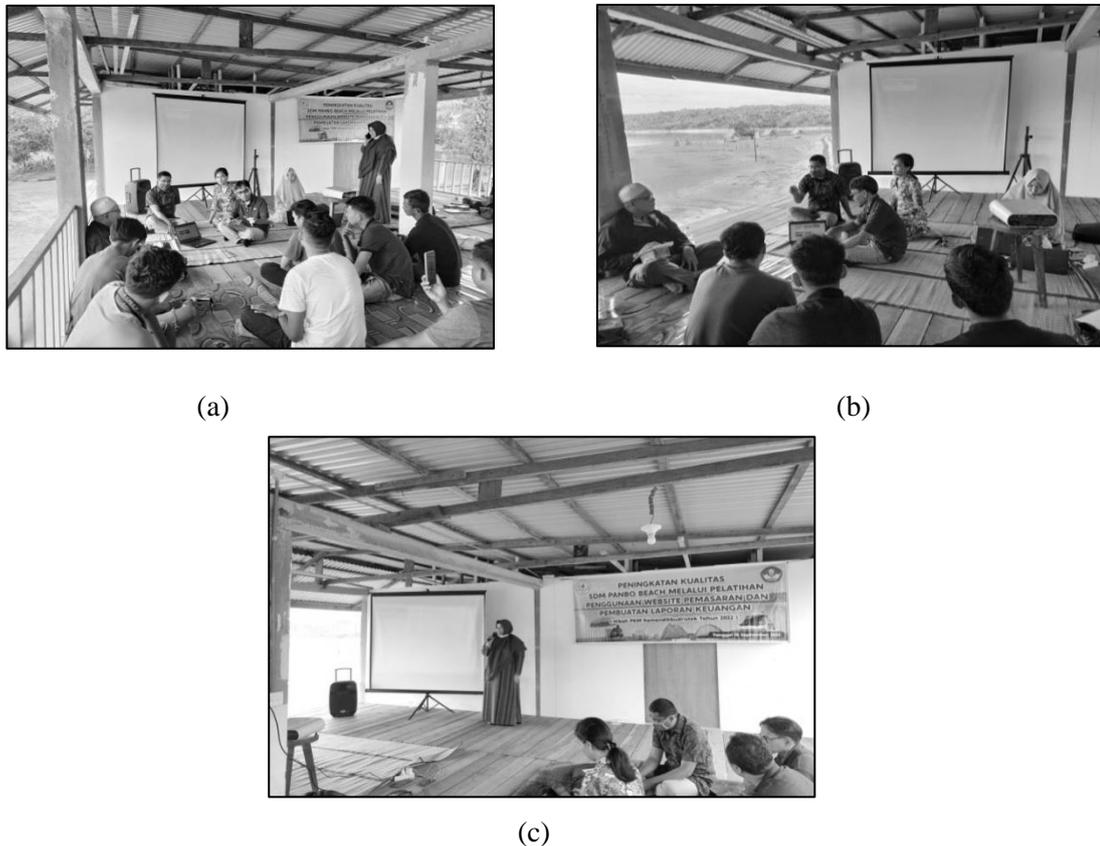(a)   (b)

(c)

Figure 1. Training for tourism-aware groups in the Panbo Beach area

In an increasingly digital world, web developers have become some of today's most valuable professionals. Building an online presence is now a must for every company or organization. So no matter where they are in their career, web developers should keep their website development skills up to date. This said, Travel Aware Group will definitely do well to prove the Travel Aware Group's future career as a web developer. But what are web developers doing to meet the needs of the fast-paced digital world? Having the basic training and skills required for website development is just one part of it. The travel conscious group also needs to know the top IT trends related to the travel conscious group's scope of work.

The display of the marketing website that will be made to develop the location of the Panbo Beach tourist attraction displays menus designed to make it easier for tourists to recognize and know the natural beauty of Panbo Beach and the cultural history in the area. One of the menus presented is "destinations", where on this menu will be designed the tourist services available at Panbo Beach such as tours by boat along the Gulamo River which is on the side of Panbo Beach. This includes the price of admission and boat rentals. This application is also compatible with Android, making it easier for PokdarwisPanbo Beach to operate the application. Figure 5 below shows the Panbo Beach website.
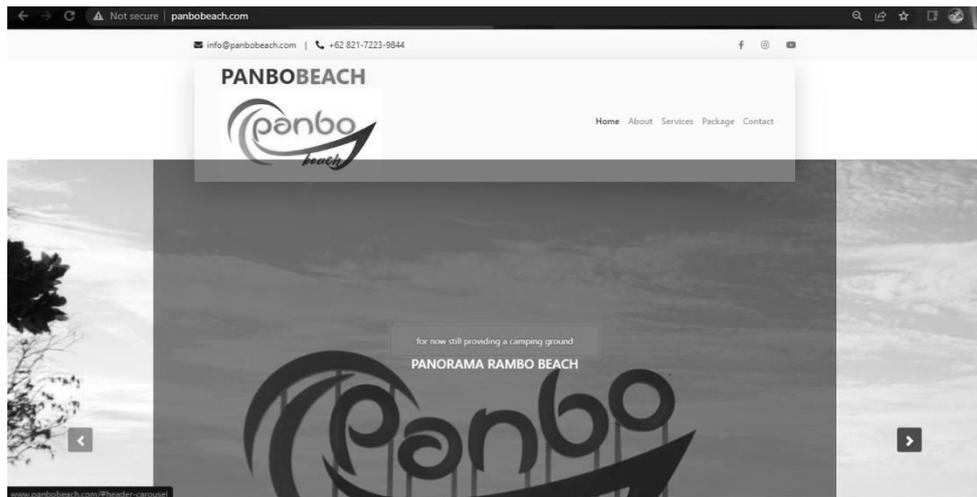
Figure 2. Desktop view on the Panbo Beach website

The development of human resources in the use of websites with the aim of managing the Panbo Beach area has a positive value and increases the ability of tourism-aware groups, so that as web developers, tourism-aware groups will definitely face different design or accessibility requirements for each website that the tourism-aware group creates. Some Tourism Awareness Group projects, for example, may require Tourism Awareness Groups to present data in a more attractive and effective way.

This is where data visualization comes in handy. This skill enables the tourism-aware group to make clear and attractive visual representations of data. Through this, readers will want to know more about the brand, product, project or company. Popular examples include infographics, charts, and graphs. All of this makes the data easier to understand. If the tourism-aware group has the skills to make visual data interactive, so much the better. Of course, travel-conscious groups also need to know how to effectively integrate these visual elements into website design and architecture.

Tourism activities, both development and development, certainly cannot be separated from community involvement, Pokdarwis as tourism actors who are the main actors in every tourism activity so that whether or not a tourism object advances cannot be separated from the role of Pokdarwis, the government only as a facilitator. Panbo Beach is tourist destinations in the community, community involvement is in the form of culinary providers or trading around tourist sites. This is a separate livelihood for the community that can move the wheels of the economy of the community around tourism objects.

The success of a tourism industry is certainly supported by the local community, Pokdarwis as the community as well as the manager of tourism objects are involved in its development, for good and sustainable tourism development must facilitate broad involvement of Pokdarwis itself.

CONCLUSION

Community service in an effort to increase understanding of the management of the Panbo Beach area with the aim of increasing knowledge on the website by a team of tourism awareness groups to increase public desire to visit Panbo Beach so as to increase the income of PokdarwisPanbo Beach; 2) Increased partner capabilities in website-based marketing media; 3) Panbo Beach becomes an attractive tourist location that contains problems, solutions and output targets to be achieved in accordance with each community service scheme visiting tourists; 4) The creation of clean and well-maintained environmental conditions.Based on the results and evaluation of activities, it can be concluded several things as follows:

a. The analytical ability of participants in Panbo Beach can briefly be improved, especially in cognitive and affective aspects. Cognitively, on average, there was an increase of the participants' basic abilities.

b. The evaluation results show that the training participants have high motivation to apply the results of the training to activities in the tourism sector, including the development of citrus orchard agro-tourism areas, salak gardens, group institutional activities and activities related to other tourism development.

c. Lack of internet access could be the issue in Panbo beach to run the website, the signal of internet connection and promotion of tourism could be research in the future with eco-technology friendly. However, the numerous of trash bin are not available for visitors. Moreover, the human source of Pokdarwis could be increased by giving the workshop in the future to make them understand especially in managing of Panbo beach website.

Suggestion

Based on the implementation of activities that have knowledge, abilities and capacities in order to increase the role of tourism awareness groups (pokdarwis), women farmers groups, Village Consultative Council institutions to participate in contributing to the development of tourism activities. Therefore, it is recommended in the future to continue to carry out similar activities on a regular basis in order to improve the performance and contribution of members of the tourism awareness group in general by activating other village institutions. Or collaborate, with Universities/NGOs who are concerned about tourism development which do have the capacity related to this training/community service.

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