



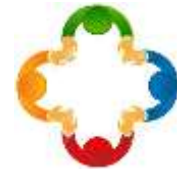
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**DEVELOPMENT OF TOURISM VILLAGES AND STRENGTHENING****The Role of Tourism Awareness Groups Based on *Heptahelix of Millennials Of Agrotourism Model: New Ideas For The Development Of Pandemic-Era Tourism Villages*****Oleh****Anna Gustina Zainal<sup>1</sup>, Dian Kagungan<sup>2</sup>, Yulia Neta<sup>3</sup>, Rudy<sup>4</sup>, Helvi Yanfika<sup>5</sup>****<sup>1</sup> Department of Communication, University of Lampung****<sup>2</sup>Department of State Administration, University of Lampung****<sup>3,4</sup> Faculty of Law, University of Lampung****<sup>5</sup>Agribusiness, University of Lampung****Email: <sup>1</sup>[anna.gustina@fisip.unila.ac.id](mailto:anna.gustina@fisip.unila.ac.id)**

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**Article History:***Received: 03-07-2022**Revised: 13-07-2022**Accepted: 23-08-2022***Keywords:***Development, tourism village, pokdarwis, Heptahelix*

**Abstract:** *The purpose of this community service activity is to encourage the acceleration of tourism village development and increase the institutional ability of tourism awareness groups through training and assistance in order to develop the superior potential of agro-tourism-based tourism "kampoeng kopi" Pekon Rigis Jaya, Air Hitam District, West Lampung Regency by involving the role of NGOs and young people/millennials, In addition, this activity involves the participation of local governments, local communities, universities, entrepreneurs/investors, and the media as well as NGOs (The Heptahelix of Millennials of Agrotourism), Government as regulators, Academics as conceptors, Business as investors, Local Community as Operators, Media as promotions and Non-Government Organizations as Educators and the involvement of Millennials/young people as Consumers. The method used: training, mentoring and focus group discussion The location of the Pekon Rigis Jaya activity, Air Hitam District, West Lampung Regency, the participants of this activity were 20 people. The results of this activity are: The increasing institutional capacity of pokdarwis in tourism development in Pekon Rigis Jaya by supporting the superior tourism development program "kampoeng kopi" West Lampung Regency as one of the international tourist destinations, so that the promotion and marketing of the Rigis jaya "kampoeng kopi" Tourism Village will go viral, by inviting YouTubers, celebgrams, travel vlogger, travel blogger, or someone who has 3F (Followers, Fans, Friends) to visit their village. This is included in the digital influencer section which is one of the communication strategies by the Ministry of Tourism*



## INTRODUCTION

### Situation Analysis

The potential of tourism in Indonesia is an important and even the third most important economic sector that plays a big role in contributing to the country's foreign exchange. The utilization of the tourism sector is becoming a new model and strategy in national economic development amid the shock of the crisis in developed countries, including Europe. Because this can create industrial links in various sectors such as goods and services, specialties, souvenirs, tours and travel, hotels to inns that are potential livelihoods for people who are in direct contact or close to tourism locations.

However, in addition to the large opportunities for Indonesian tourism, there are several obstacles in tourism development, apart from the consequences of the impact of the Covid-19 pandemic, including the quality of services for tourists and public awareness about the importance of tourism development is still low. However, on the other hand, the weakening of the rupiah against the dollar will be an opportunity for tourism development, and Indonesia still needs to find new strategies to continue to promote mainstay tourist attractions, one of which is by optimizing advances in internet virtual technology, so that the promotion of online tourism can be a tool to attract tourists, especially millennials. at a relatively low cost. Of course, in this case the community becomes a subject as well as an object in the development of tourism, but the community cannot run alone without government support with clear concepts, rules and funding, as well as the role of stakeholders who are concerned about the development of tourism in particular.

In this regard, the Government and Local Governments have the most strategic role to ensure that tourism is carried out in accordance with the principles of sustainable development. As is known, tourism based on the principles of sustainable development will guarantee the optimal profit in question.

The important role of the Government and local governments in the field of tourism is based on the idea that the bureaucracy has the power to decide everything related to the survival of the people of a country. Bureaucracy also plays an important role in carrying out various anticipatory actions to minimize various negative impacts, considering the potential problems that arise from tourism.

The tourism governance process is an adaptive system process and is oriented towards consensus. Based on 2 experts, namely: Anshell and Gash (2008) mapping a collaborative process starting from the existence of face-to-face dialogue, building trust, building commitment to the process, sharing understanding, then the formation of interim outcomes.

The collaborative process of tourism management of tourism consumed will occur if several conditions are met, 1. There is stakeholder participation. Participation is citizen power, (according to Arnstein) 2. There are conditions where there is equality of power, meaning that there is no dominance, every actor in dialogue is not hindered by the limits of the hierarchy and there is mutual respect 3. there are competent actors.

The Community-based tourism model is an application model of community development, this model emphasizes how local communities are involved in the management and development of tourism from the initial stages of development to operations aimed at improving the welfare of local communities.

There are several principles of Community Based Tourism, namely: 1. recognizing,



supporting, and developing community ownership in starting every aspect of tourism 2. Include community members in starting every aspect of tourism 3. Developing community pride 4. developing the quality of life of the community 5. Ensuring environmental sustainability 6. Maintaining the uniqueness of local character and culture 7. Distributing profits fairly to members of the community.

Tourism development in West Lampung Regency is stated in the Regional Regulation of West Lampung Regency Number 2 of 2016 concerning the Regional Tourism Development Master Plan for 2016-2031. The objectives of this regulation are:

- 1) Integrating the development of regional tourism areas with spatial direction and regional infrastructure development in realizing a comfortable environment for the community and tourists.
- 2) Applying environmentally sound principles in tourism product planning.
- 3) Establishing the natural and cultural potential of the community as part of the regional tourism identity.
- 4) Developing integrated, ethical, informative, and communicative tourism marketing so that it is hoped that later it will be able to strengthen the image of the region as a creative district.
- 5) 5) Strengthening the regional tourism industry system through the development of community-based creative industries.
- 6) 6) Building a government institutional system, tourism industry, and society that will independently be able to control tourism development while attracting investors to develop environmentally friendly tourism.
- 7) Develop government structures and human resource development systems that are competent and cultured in the development of creative and environmentally sound tourism.

Agrotourism Kampong coffee located in Pekon Rigis Jaya is the best coffee producing area in West Lampung Regency and is one of the leading tourism areas of West Lampung Regency visited by local and foreign tourists, recorded in 2020 it has been visited by 7,352 tourists. The number of tourist visits to kampong coffee agrotourism can be seen through the table below:

Table 1 Data on Tourist Visits to Kampong Kopi Rigis Jaya Agrotourism 2019-2020

No.	Month	2019	2020
1.	January	520	2.998
2.	February	529	698
3.	March	156	329
4.	April	6	Close
5.	May	2	Close
6.	June	456	Close
7.	July	0	1.334
8.	August	0	700
9.	September	5	67
10.	October	0	230
11.	November	0	324
12.	December	0	672



Sum	12.694	7.352
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Source: Agrotourism Tourism Awareness Group Kampoeng Kopi Rigis Jaya, 2021

Based on the results of field observations/visits and research conducted by the team, concluded that the development of the superior potential of rigis jaya coffee campoeng still requires a touch and contribution of deep thoughts to be truly ready to appear as a leading tourism village, another finding is not to be followed by the institutional ability of the tourism conscious group still low human resources (HR) and managerial abilities and still limited budget. In addition, the lack of maximum community participation and the involvement of Heptahelix stakeholders/actors in the development of the superior tourism potential of pekon Rigis Jaya's "kampoeng kopi".

The service team provided new ideas as well as solutions for the need for training and assistance in developing the superior potential of tourism "kampoeng kopi" for the development of tourism villages during this pandemic and especially for the Pekon Rigis Jaya tourism awareness group by involving the synergy of all stakeholders who are committed to the same to develop this Rigis Jaya tourism village/pekon, namely a collaboration involving several actors

This devotional activity has several objectives, yaitu:

- a. encouraging the acceleration of the development of tourism villages that have been slumped during the Covid-19 pandemic and increasing the institutional capabilities of tourism awareness groups through training and assistance in the context of developing the superior potential of agro-tourism-based tourism "kampoeng kopi" Pekon Rigis Jaya, Air Hitam District, West Lampung Regency by involving the role of NGOs (Non-government Organizations) and young people/millennials, by of course involving the participation of local governments, local communities, universities, entrepreneurs/investors, and the media and other stakeholders.
- b. assistance from managerial aspects (managerial skills) and technical abilities (technical skills) to facilitate the institution of tourism awareness groups together with the rigis jaya pekon community to develop the superior potential of coffee kampoeng tourism through empowerment activities that will lead to improving community welfare.

## METHOD

### Methods and Stages in Community Activities

- a. The method from the cognitive aspect where the Team will provide knowledge about capacity building through education and training to millennials / young people of Rigis Jaya village and adapted to the theme of this service activity
- b. FGD and Advocacy method where the Team will connect the aspirations and inspirations of the people of Rigis Jaya village, especially young people / millennials with the relevant government and stakeholders who are *concerned about* the superior tourism development program "kampoeng kopi"
- d. Monitoring and Evaluation of the results of the activities that have been carried out. The team hopes that the empowerment activities will continue

### Work procedures to support the realization of the methods offered.

1. *The first step*, observation and field visit of the team as well as analysis of local wisdom of the local community related to the plan for the implementation of activities



2. *The second step*, education and training.
3. *The third step* is to hold FGDs and expose activities
4. *The fourth step*, policy recommendations to the West Lampung Regency Government and stakeholder who are concerned about the development of the superior potential of tourism "kampoeng kopi" in a sustainable manner through collaboration between actors, both local governments, universities, media, local communities, business/investors and NGOs as well as young people / millennials

## **RESULTS AND DISCUSSION**

### **Overview of Agrotourism Kampoeng Kopi Rigis Jaya**

Agrotourism Kampoeng Kopi is in Pekon Rigis Jaya, Air Hitam District, West Lampung Regency. Agrotourism Kampoeng coffee is approximately 55 kilometers from Liwa City which is the capital of West Lampung Regency. Kampoeng coffee Rigis Jaya is the best coffee producing area in West Lampung Regency which is a means of education for tourists about the cultivation of the leading commodities of West Lampung Regency starting from the breeding process to the process of being ready for consumption. Agrotourism Kampoeng coffee has been equipped with platforms with views of the vast expanse of coffee plantations as an attraction for tourists.

There are several indicators of placement and development of agrotourism-based tourism kampoeng coffee set at Pekon Rigis Jaya, these indicators include:

1. There is the potential for unspoiled natural resources with a rural atmosphere that attracts tourists
2. The location of Pekon Rigis Jaya which is strategic and adjacent to the main road and the availability of adequate facilities and infrastructure
3. The openness of the community is how much in Pekon Rigis Jaya supported by pekon government agencies and good community economic institutions
4. There is motivation in the economic and social fields of the Pekon Rigis Jaya Community towards the development of agro-tourism-based tourism in kampoeng kopi.
5. There is a development of superior commodity products in Pekon Rigis Jaya

The objectives of the development of agrotourism-based agrotourism kampoeng kopi located in Pekon Rigis Jaya include:

1. Presenting various functions of human resource development, institutional development, and material development
2. Protection of natural resources and protection of the coffee plantation ecosystem which is a leading commodity in Pekon Rigis Jaya
3. Efforts to preserve social life and cultural preservation of local communities
4. Efforts to develop an agro-tourism-based tourism sector with the plantation sector as the main icon of the tourism sector
5. Encouraging local communities to become entrepreneurs by utilizing the available potential

### **Activity Realization**

#### **Time and Place of Activity**

The implementation of this community service activity was carried out on June 10 and 11, 2022, at the Kampoeng coffee platform Pekon Rigis Jaya, Air Hitam District, West Lampung Regency. The time needed for the implementation of this activity starts from



planning, implementing, to preparing activity reports and evaluation activities. While the implementation of the training activities was carried out within 1 (one) day with the following details: the first session concerned concepts (including pre-tests), the second session was also the delivery of concepts and the third session of practice, the fourth session post-test to find out the level of understanding of participants The training location is in Village Hall Rigis Jaya, Air Hitam District, West Lampung Regency

Work procedures to support the realization of the methods offered.

*Initial steps*, field observations, and preliminary studies conducted by the Team Implementer; *Second step*, training education and mentoring by facilitator; *The third step*, holding an *FGD*, reviewing the results of activities and exposing activities *The fourth step*, policy recommendations to the West Lampung Regency Government, especially the Tourism Office as *the leading sector* and *stakeholder* who are *concerned about* improving the ability of tourism human resources in Rigis Jaya Village

Parties involved in the excellent service activities of the University of Lampung.

1. LPPM University of Lampung
2. The Service Team from the Department of Communication Science and State Administration, Fisip, University of Lampung and two tor facilities
3. The support team for the activity consists of 2 students, 1 alumnus, 1 staff / administration, Rigis Jaya Village Apparatus and ranks, Tourism Awareness Groups and Youth Leaders/cadets, The number of target audiences between these is 20 people.

## Activity Evaluation

### Pre-Test and Post Test Results

Pre-tests and post-tests are carried out to quantitatively measure the knowledge and abilities of trainees so that the level of change can be seen from before the training and after the training. The results of *the pre-test* and *post-test* can be seen in table 3, as follows:

Nomor Participants	PreTest Value	Value PostTest	Percentage Increase
1	70	90	20
2	70	100	30
3	80	100	20
4	60	100	40
5	80	100	20
6	80	100	20
7	70	90	20
8	70	100	30
9	70	100	30
10	80	100	20
11	70	100	30
12	75	100	25
13	75	95	20
14	75	100	25
15	75	100	25



16	60	100	40
17	75	100	25
18	80	100	20
19	80	100	20
20	70	100	30

### Analysis

The implementation of community service activities in Rigis Jaya village, Air Hitam District, West Lampung Regency, is carried out through several aspects:

1. Cognitive aspects where the Service Team provides knowledge about tourism development, starting with preliminary material on capacity building, tree tasks and functions Tourism Awareness Group (pokdarwis) as a garda ahead of development kampoeng coffee tourism village and is expected to become one of the leading tourist destinations of West Lampung Regency, as well as the importance of synergy between parties who have the authority and concern for the development of Kampoeng Kopi Pekon Rigis Jaya, of course, supported by the active role of the Pekon Rigis Jaya community.
2. Furthermore, the delivery of the first core material is material on the development of tourism villages through strengthening the role of tourism awareness groups which must be supported by collaboration / synergy between actors who are concerned about the development of tourism villages. The material was delivered by the Service Team from the University of Lampung and facilitators. The delivery of activity materials was also packaged with FGDs and interactive discussions with activity participants and simulations
3. Assistance in activities through tourism events both from the service team and from stakeholders to intensively promote the tourism potential of Kampoeng Kopi pekon Rigis Jaya including superior products of local pekon with the support of all actors ranging from local governments, academics, media, investors, NGOs to the participation of local communities
4. Advocacy, where the Community Service Team will connect the aspirations and inspirations of the Pekon Rigis Jaya community who are members of the Tourism Awareness Group and coral cadets with the West Lampung Regency Government and stakeholders who are concerned about the development of the coffee village program, this is in accordance with the vision and mission of the Regent of West Lampung Regency who is determined to advance West Lampung tourism and in order to support Sapta Pesona.

In general, it can be said that the activities in Pekon Rigis Jaya that are carried out have brought an increase in the basic abilities of participants quantitatively and "successfully" considering the importance of this activity to increase the visit of local and foreign tourists

1. The increasing institutional capacity of pokdarwis which is supported by collaboration involving the Government in this case the Tourism and Creative Economy Office, Universities, Investors, Media, NGOs and Millennials (young people) in tourism development in Pekon Rigis Jaya by supporting the superior tourism development program "kampoeng kopi" West Lampung Regency as one of the international tourist destinations, so that the promotion and marketing of Rigis



"kampoeng kopi" Tourism Village Jaya is getting viral, by inviting YouTubers, celebgrams, travel vloggers, travel bloggers, or someone who has 3F (Followers, Fans, Friends) to visit their village. This is included in the digital influencer section which is one of the communication strategies by the Ministry of Tourism and Creative Economy in the development of tourist villages

2. Village institutions, tourism awareness groups (millennials / youth along with coral cadets) Pekon Rigis Jaya together with all village communities understand their role, main duties and functions as the spearhead of tourism management.
3. Pekon Rigis Jaya already has a tourism village web as a means of publishing tourism village programs and as a means of promotion
4. Millennials who are members of the Tourism Awareness Group (pokdarwis) and Kampoeng Kopi cadets have a high enthusiasm to advance the Kampoeng Kopi tourist area

The improvement of the basic abilities of participants in a quantitative manner has the following objectives:

1. Mastery of technical (techniccal skills) and managerial (managerial skills) to coordinate and integrate the interests and activities of the organization in understanding the aspirations and needs of the community
2. Mastery of technical (techniccal skills) and managerial skills for tourism conscious groups, the majority of whom are millennials, especially to help market the results of products from various processed coffee that have been engaged in so far to increase income.
3. The development of the Kampoeng Kopi tourist area is supported by the West Lampung Regency Government through the Tourism Office, DPRD and from other stakeholders.

Community service activities in Pekon Rigis Jaya, Air Hitam District, West Lampung Regency, were started with pre-tests and post-tests. Based on the results of the pre-test and post-test carried out, the lowest increase was 20% and the highest was 40%. However, it can be said that this lowest increase is because in essence the basic knowledge of the participants is sufficient so that although the percentage of increase is small, but the value is quite large, which is 100 from the initial value of 80.

While the highest increase occurred around 40% from the initial value of 60 to 100 because participants already knew the duties, main points and functions as member tourism conscious groups (pokdarwis), in the context of developing superior tourism kampoeng coffee, developing tourist products through various skills they have by producing processed products made from coffee and several superior products that they sell (bananas are also a superior commodity), in addition to the importance of the website and Instagram in supporting the development of Pekon Rigis Jaya tourism and after attending this training, participants were able to increase their knowledge and capacity, so that the value obtained became 100

Thus, the implementation of the training in Pekon Rigis Jaya is expected to increase the capacity of training participants, especially pokdarwis institutions which are the target group of this activity to optimize the development of the superior tourism potential of Kampoeng Kopi Pekon Rigis Jaya which will lead to increasing community welfare. Based on, the results and evaluation of activities can be concluded several things as follows:

1. The increasing institutional capacity of pokdarwis in tourism development in Pekon





Rigis Jaya by supporting the superior tourism development program "kampoeng kopi" West Lampung Regency as one of the international tourist destination destinations, so that the promotion and marketing of the Rigis jaya "kampoeng kopi" Tourism Village is increasingly viral, by inviting YouTubers, celebgrams, travel vloggers, travel bloggers, or someone who has 3F (Followers, Fans, Friends) to visit their village. This is included in the digital influencer section which is one of the communication strategies by the Ministry of Tourism. These people (millennials) will later upload their photos or videos while in the "kampoeng kopi" tourist village of Rigis Jaya by including positive comments to build the image of the destination

2. The analytical abilities of these participants can be briefly improved especially in cognitive and affective aspects. Cognitively, the average experienced the highest increase of about 20% of the participants' basic abilities
3. The enthusiasm and enthusiasm of the trainees is one of the dictators that the implementation of activities can be said to be "successful" and there is a desire to continue in the coming year

### **Acknowledgments**

The author's high gratitude and appreciation go out to:

1. Rector of Lampung University cq LPPM Unila who has been pleased to allocate a budget for this community service activity
2. Dean of Fisip University of Lampung and his staff
3. Head of communication science department, fisip university of Lampung, head of department/section han FH Unila, head of department of state administration, Fisip University of Lampung
4. The implementation team of the activity includes facilitators, staff, accompanying students and alumni
5. Officials of Pekon Rigis Jaya, BPD, youth / millennials, karang taruna and bumdes who have helped carry out this activity.

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