

CHAPTER II

THE DESCRIPTION OF RESEARCH OBJECT

2.1 General Description of Kebonagung Tourism Village

2.1.1 Profile of Kebonagung Tourism Village

Kebonagung Tourism Village, located in Imogiri, Bantul Regency has a main tourist attraction, Bendung Tegal which stretches in the Opak river. In 1997 the Bendung Tegal was inaugurated by the Government. But it just began to be developed into a tourist attraction in 2000.

Kebonagung Tourism Village was started in 2003. Then, various activities were carried out in developing tourism villages such as providing supporting facilities and maintaining Bendung Tegal as the main tourist attraction, as for a number of things that support the establishment of tourist villages namely unemployment, the location of Bendung Tegal in the Kebonagung Village area, and the desire to increase income.

In addition, there are reasons that underlie the establishment of tourist villages in Kebonagung, namely fairly extensive agricultural land, still maintained traditional farming systems, and a lack of knowledge of the farming process to the younger generation, especially from urban areas. In 2006 there was an earthquake in the Bantul area which resulted in the destruction of Javanese traditional house buildings so that the activities were stopped in Kebonagung Tourism Village. However, at present the activities of

the Kebonagung Tourism Village have been carried out again and homestay facilities and earthquake resistant houses have been built.

2.1.2 Geographical

Kebonagung Tourism Village is located in Imogiri District, Bantul Regency, the southern part of the Special Region of Yogyakarta. The distance from Bantul to Kebonagung Tourism Village is approximately 10 km with a geographical location as follows:

- a. 2 km south of the tomb of the Kings of Mataram.
- b. 15 km from the capital of DIY Province.
- c. 15 km north of Parangtritis Beach.
- d. 1 km south of the Imogiri District office.

2.1.3 Demographical

Kebonagung Village is divided into 5 hamlets namely, Kanten, Mandingan, Kalangan, Jayan, and Tlogo. The area of Kebonagung Village is 18,11 Ha with agricultural land of 117,670 Ha, and the rest is in the form of residential land, which is 70,435 Ha. The population is 3,376 people with a total of 1,368 households (KK).

2.1.4 Vision and Mission of Kebonagung Tourism Village

Vision

The realization of a tourism conscious society by always adhering to the Sapta of the Enchantment of Tourism.

Mission

- 1) Make a plan by involving community leaders with government guidance.
- 2) Maintain environmental, custom and cultural sustainability.
- 3) Become a government and private partner to achieve common goals.
- 4) Empower citizens as a whole.

2.1.5 Goals of Kebonagung Tourism Village

1) General

Realizing alternative tourist destinations in rural areas as an effort to increase the income of the community, especially for the people of Kebonagung.

2) Specific

- a) Create new jobs in the service sector.
- b) Increase community income, and participate in implementing government programs to improve welfare.
- c) Increase knowledge and make people aware of tourism and entrepreneurship as well as environmental sustainability.
- d) Add knowledge to tourists who visit.

2.1.6 Activities in Kebonagung Tourism Village

As for tourism activities in Kebonagung, it is intended to:

1. Increase attraction for tourists starting from regional specialties, arts, and culture that have begun to be forgotten through activities such as:
 - a. Making Bakpia
 - b. Batik Art
 - c. Karawitan art
 - d. Bregodo
 - e. Gejog Lesung
 - f. Kenduri, Bancaan
2. Provide knowledge and insight to tourists through agricultural activities, namely by participating in community activities in paddy fields and staying in local homes or homestays. In addition, there are other tourist activities such as:
 - a. Goat Livestock Group
 - b. Fishing Group
 - c. Fish Cultivation Group

2.2 General Description of Pokdarwis Tambak Tegal Agung

2.2.1 History of Pokdarwis Tambak Tegal Agung

The Tourism Awareness Group or Pokdarwis was established on 30 September 2003. On 10 September 2010 the Pokdarwis Kebonagung Tourism Village was confirmed by the Village Head of Kebonagung Village, Imogiri District, Bantul Regency. The name of Pokdarwis in Kebonagung Tourism Village is Tambak Tegal Agung. The name is derived from the Bendung

Tegal which is the main tourist attraction in the Kebonagung Tourism Village. The history of the formation of the Pokdarwis in Kebonagung Tourism Village is based on the low level of income of the majority of the population as farmers. In addition, it is due to the potential of natural resources that support to be developed into a tourist village.

Based on those reasons, Pokdarwis was created as a community group formed by the government. Pokdarwis Tambak Tegal Agung has 16 members and they come from the Kebonagung Village community who have the desire and awareness to improve the quality of the local economy by developing existing natural resource potential.

2.2.2 Vision and Mission of Pokdarwis Pokdarwis Tambak Tegal Agung

Vision

Realizing alternative tourist destinations in rural areas and the realization of Sapta Pesona in the lives of the people of Kebonagung.

Mission

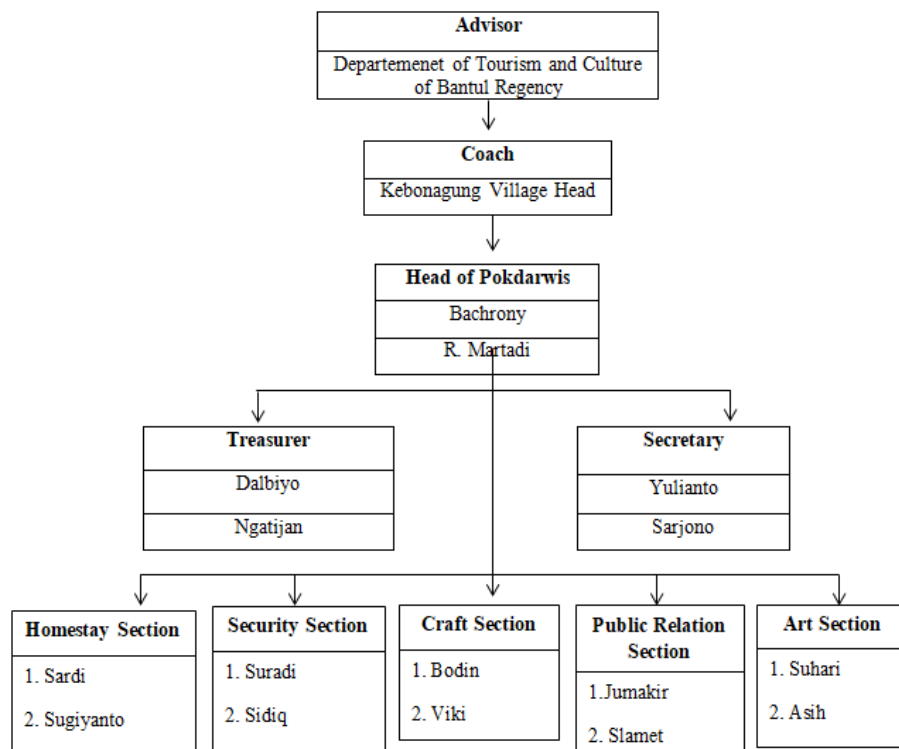
- 1) Improve the quality of human resources in the Kebonagung community, especially in terms of tourism.
- 2) Create jobs through the tourism sector.
- 3) Create a community environment that is safe, orderly, cool, suave, memorable.
- 4) Maintain and develop the potential of natural resources, customs, and culture

2.2.3 Goals of Pokdarwis Tambak Tegal Agung

The purposes of the establishment of Tambak Tegal Agung Pokdarwis in Kebonagung Tourism Village are:

- 1) Increase the role of Kebonagung Tourism Village community in tourism activities.
- 2) Create a Tourism Village community Kebonagung who is aware of their tourism potential.
- 3) Introduce and develop tourism potential in the Kebonagung Tourism Village.
- 4) The realize the tourism charms in the lives of the Kebonagung Tourism Village community.

2.2.4 Organizational Structure of Pokdarwis Tambak Tegal Agung



2.2.5 Task and Function of Pokdarwis Tambak Tegal Agung

The duties and functions of each Pokdarwis administrators are as follows :

2.2.5.1 Head of Pokdarwis

1. Lead Tourism Awareness Groups
2. Provide direction to members
3. Lead meetings and group discussions

2.2.5.2 Vice Head of Pokdarwis

1. Assist the chairman's task
2. Represent the Chair in various activities if the Chairperson is unable to attend
3. Be responsible to the group leader

2.2.5.3 Secretary

1. Arrange and carry out administrative activities
2. Prepare group meeting materials
3. Collect all reports from members

2.2.5.4 Treasurer

1. Be responsible for income and expenditure of money
2. Seek funds and assistance from other parties
3. Be responsible to the group leader

2.2.5.5 Homestay Section

1. Maintain the cleanliness and comfort of the homestay
2. Provide needs for homestays

3. Be responsible to the group leader

2.2.5.6 Security Section

1. Maintain security and order around tourist sites
2. Cooperate with security forces
3. Be responsible to the group leader

2.2.5.7 Craft Section

1. Explore and develop local uniqueness as an attraction
2. Develop and promote local crafts
3. Be responsible to the group leader

2.2.5.8 Public Relations Section

1. Develop tourism information, publication form, and Pokdarwis membership
2. Hold a tourism knowledge skills competition
3. Develop partnerships for tourism training activities for Pokdarwis members and the community

2.2.5.9 Art Section

1. Develop various types of local arts as a tourist attraction
2. Promote various types of local arts with various activities such as training
3. Be responsible to the group leader

2.2.6 The Activities of Pokdarwis Pokdarwis Tambak Tegal Agung

The various activities of the Pokdarwis that can be programmed and implemented include:

- 1) Develop and implement activities in order to increase the knowledge and insight of Pokdarwis members in the tourism sector.
- 2) Develop and implement activities in order to improve the abilities and skills of Pokdarwis members in the tourism business.
- 3) Develop and implement activities to encourage and motivate the community to be a good host in supporting tourism activities in their area.
- 4) Develop and implement activities to encourage and motivate the community to improve the quality of the environment and local tourist attraction through efforts to realize the Sapta Enchantment of Tourism.
- 5) Give input to government officials in developing tourism in the local area.