

PUBLICATION SCRIPT

**OPTIMIZATION OF HUMAN RESOURCE MANAGEMENT THROUGH
POKDARWIS IN THE DEVELOPMENT OF TOURISM POTENTIAL:
KEBONAGUNG TOURISM VILLAGE, IMOIRI, BANTUL**

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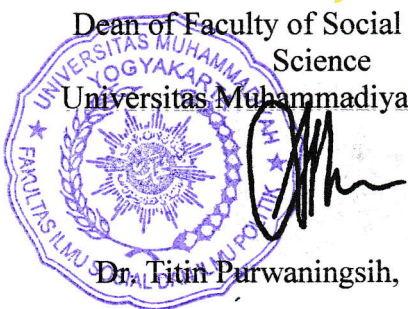
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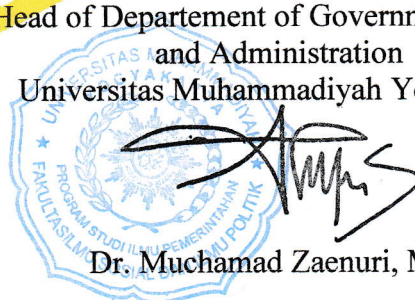
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ABSTRACT

Kebonagung tourism village is one of the tourist villages in Bantul Regency known as the agricultural and cultural education. The management of tourist villages is needed by a community group to be able to manage the resources optimally. Community groups in the tourist village of Kebonagung are called Tourism Awareness Groups / Kelompok Sadar Wisata (Pokdarwis). However, human resource management through Pokdarwis is still not optimal. Human resource management is very important, because it will increase the development of tourism potential therefore it can bring tourists. This research was conducted to know the level of optimization of human resource management in Kebonagung Village through Pokdarwis and to know development of potential in Kebonagung Tourism Village. Human resource management through Pokdarwis in developing tourism potential includes two indicators namely the development and maintenance of human resources. From the development indicators there are four sub-indicators such as increasing productivity, improving the quality, attracting and good hold labor, and supporting personal growth. Meanwhile maintenance indicators are such as communication and welfare. Based on research findings in human resource development, it is explained that there were efforts done in the development such as monthly meetings, training and empowerment. However, there were shortcomings such as the involvement of the younger generation in developing tourism potential which was still low. Further findings in the maintenance of human resources explained that the communication carried out by Pokdarwis was still not optimal, especially communication with the village government. Moreover, the welfare aspect had not been felt by the community because of the small number of visitors so that it influenced the income.

Keywords : Optimization, Human Resource, Tourist Village

INTRODUCTION

According to Law No. 10 of 2009, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, and the Regional Government. Based on the law, it can be explained that in an effort to improve the tourism sector, supporting factors are needed such as facilities and infrastructure, the role of the community that participates in managing

resources, the role of employers as additional managers, and also the government as regulators to regulate management resource. The tourism sector can be developed by efforts to identify the potential of existing tourism objects. In tourism, tourism potential is an element of procurement that needs to be offered to consumers (Arifianan, 2016).

Special Region of Yogyakarta (DIY) is one of the provinces in Indonesia that has a diversity of natural resources. The development of the tourism sector in Special Region of Yogyakarta is evidenced by the emergence of the concept of tourism villages as an effort to increase regional economic growth. The rise of tourist villages in the Special Region of Yogyakarta includes Bantul Regency, Sleman, Kulonprogo, Gunungkidul and the City of Yogyakarta. Of the many diversity of natural resources, Yogyakarta is also called the City of Tourism. This was proven, namely in 2014 the number of domestic and foreign tourist visits reached 3,348,180 million tourist visits. In addition, in 2015 it reached 4,122,205 million tourists and based on these data the number of tourist visits increased by 5.28% (<http://www.visitingjogja.jogjapro.go.id/>). The term Tourism City is naturally given to Special Region of Yogyakarta, because there are many tourism development programs in various districts in the province of DIY. In terms of the tourism sector at the regional level, Bantul Regency is one of the districts in Special Region of Yogyakarta which experienced an increase in tourist visits. This was proven based on data from DIY Tourism Statistics year 2017 as follows.

Table 1
Number of Tourist Visits in Per-Regency / City Travel Attractions in 2014-2016

| No. | Tourist Attraction Object | 2014 | 2015 | 2016 |
|-----|---------------------------|-----------|-----------|-----------|
| 1. | Yogyakarta City | 5,251,352 | 5,619,231 | 5,520,952 |
| 2. | Sleman Regency | 3,883,359 | 4,950,934 | 5,942,468 |
| 3. | Bantul Regency | 2,708,816 | 4,519,199 | 5,148,633 |
| 4. | Kulon Progo Regency | 904,972 | 1,289,695 | 1,353,400 |
| 5. | Gunung Kidul Regency | 3,679,818 | 2,642,759 | 3,479,890 |

Source : DIY Tourism Statistics 2017

The regions in Bantul Regency have a lot of tourism potential to be developed that apply the concept of tourism village as an effort in developing the potential of

natural resources. Through the development of the potential of natural resources by applying the concept of tourism village, it will be an opportunity to increase Regional Original Income (PAD) and can be used as an asset for Bantul Regency. The policy on Tourism Villages in Bantul Regency is regulated in Regional Regulation No. 18 of 2015 concerning the Master Plan for Regional Tourism Development for 2015 - 2025. Through these regional regulations, it can improve the quality and quantity of more developed tourist villages in the management of natural resources and human resources.

Tourism village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside from socio-economic life, socio-culture, customs, and daily life. Moreover, it has a building architecture and a typical village spatial structure, or unique and interesting economic activities and has the potential to the development of various tourism components, such as attractions, accommodation, food and beverage and other tourism needs (Hadiwijoyo, 2012). It can be said that tourism villages are one of the efforts in developing alternative tourism where the village's natural resources are managed according to their own needs, because only the local people know their own natural resources well.

Kebonagung tourist village is located in Imogiri District, Bantul Regency. In addition, Kebonagung Tourism Village known as the Agricultural and Cultural Education Tourism Village is due to the location of Imogiri Sub-District which is in the lowlands so that there are many areas of rice fields. Therefore, because it is a rice field area, it uses the potential of existing natural tourism with the concept of tourism villages. The potential of Kebonagung Tourism Village is very suitable to be visited by elementary school to high school students, because they can learn directly about agricultural education. This is inseparable from the role of the Kebonagung Village community in managing their existing resources to the maximum scale. Human resources are one of the important indicators that determine the success or failure of a program or activity in developing tourism potential. In managing natural resources, human resource management is needed optimally. In achieving optimal human resource management, mature preparation is needed starting from the planning, organizing, developing, controlling and disciplinary stages. Human resource management is very important in managing the development of tourism potential. Management of resources

in this case makes human beings as actors who play a role in carrying out their duties to develop tourism potential.

In human resource management a community group or organization is needed that is able to manage resources optimally. Community groups or organizations in Kebonagung Tourism Village are called Tourism Awareness Groups / *Kelompok Sadar Wisata* (Pokdarwis). Pokdarwis is one form of community participation in the policy process that is not only an object of policy but also a subject or plays an important role in a success in developing tourism (KM, 2017). Pokdarwis is a group or community organization consisting of tourism actors who are care and have a sense of responsibility in developing the potential of local tourism. In addition, Pokdarwis can be interpreted as one form of community participation in managing and developing existing tourism potential. Pokdarwis Tambak Tegal Agung was formed on September 30, 2003 and has a role as a mediator between the Departement of Tourism and Culture and the local community of Keboagung Village. It is a group or institution whose members come from Kebonagung Village community and the members consist of tourism actors who have a sense of caring and responsibility in developing tourism in the region as well as have a sense to promote development through village-based tourism attractions. Agricultural education tourism is a strong tourist attraction owned by the Tourism Village of Kebonagung. Activities in agricultural tourism which are the main destinations for tourists are learning about how to plow fields, plant rice, weed rice to harvest rice. There are still other tourist objects offered to tourists including Tegal Dam water tourism, outbound activities, local crafts, traditional food, arts and culture.

The role of Pokdarwis in human resource management in Kebonagung Tourism Village is to increase tourism understanding and make tourism sector a part of efforts to improve the local economy. The role of Pokdarwis that has been carried out, among others, is that the community begins to understand the benefits of developing tourism villages by conducting socialization, inviting people to participate in developing Kebonagung Tourism Village, and conducting partnerships or collaborations with internal and external parties. Internal parties include creating cooperation or partnerships between hamlets, then external parties such as the Departement of Tourism and Culture, Universities, tour agents, as well as other tourist villages (Winofta, 2015).

However, there are still obstacles or problems in achieving the goal of optimizing human resource management through Pokdarwis in developing tourism potential in the Kebonagung Tourism Village. In addition, in achieving the goal of optimizing management of human resources, it needs the direction of developing tourism organizations based on Bantul Regency Regional Regulation Number 18 Year 2015 Article 34 which includes: First, restructuring and repositioning of Regional Tourism organizations, second, optimization of coordination between SKPD, with Provinces and National, third, strengthen developing tourism organizations, communities and tourism, and fourth, optimization of tourism business partnerships between Regional Governments, communities and the private sector.

Moreover, in managing tourism in Kebonagung Tourism Village there are problems related to human resource management that have not been optimal, it is caused by two factors, namely internal and external (Winofta, 2015). Internal factors, namely due to human resources or the community itself, such as knowledge of the importance of tourism is still low which has an impact on the lack of awareness to be involved in developing tourism potential in Kebonagung Village or the level of community participation is still low. Besides that, it is constrained by people's thinking that only emphasizes their own interests. The external factor that have caused the optimal management of human resources in the Kebonagung Tourism Village in developing tourism potential is the Government of Kebonagung Village itself. This is because the involvement of the village government is still low in operational management. Based on the background stated above, the researcher is interested in conducting research by taking the title "Optimization of Human Resource Management through Pokdarwis in the Development of Tourism Potential: Kebonagung Tourim Village, Imogiri, Bantul".

THEORITICAL FRAMEWORK

Optimization

According to Siringoringo, optimization is the process of finding the best solution, not always achieving the highest profit if the optimization goal is to maximize profits, or not always reduce the lowest cost if the optimization goal is to minimize costs (Siringoringo, 2005). The definition of optimization according to

Poerdwadarmintha (Ali, 2014) is the results achieved in accordance with the wishes and can be interpreted as achieving results in accordance with expectations effectively and efficiently. In addition, optimization can be explained as a measure that causes the achievement of goals. Whereas if viewed from the business point of view, optimization is an effort to maximize activities so as to realize the desired profit (Winardi, 1991).

Based on the descriptions above, it can be seen that optimization is an attempt to realize or achieve the expected goals maximally and in achieving these goals it must always be directed so that the results obtained are optimal, effective and efficient. Optimization can also be explained as an effort to maximize activities so that they can achieve the expected benefits. In addition, there are benefits in optimization such as identifying goals, overcoming obstacles, solving problems, and making faster decisions.

Human Resource

Broadly speaking, organizational resources can be divided into two groups, namely human and non-human resources (Zaenuri, 2015). Human resources include all people who have status as members in organizations that have roles and functions. Whereas non-human resources can also be interpreted as natural resources which include all types of natural wealth and their potential. According to Wirawan, human resource is a planning, organizing, implementing, and supervising the procurement, development, remuneration, integration, maintenance and separation of labor in order to achieve organizational goals (Wirawan, 2009). In addition, human resources can be explained as the most strategic element in an organization that must be recognized and accepted by management (Siagian, 2002). In this case, it can be concluded that human resources are the most important part of the organization which is the main asset that influences each activity.

a. Human Resource Management

According to Daft, management is the achievement of organizational goals effectively and efficiently through planning, organizing, leading and controlling a series of organizational resource activities (Daft, 2008). In addition, management learns how to create business effectiveness in an efficient and productive manner, through certain functions and cycles, in order to achieve predetermined

organizational goals (Ndraha, 2011). Meanwhile, Human Resource Management (HRM) is the art of regulating relationships and the role of individuals or labor to effectively and efficiently help realize the goals of an organization or company, member or employee, and society (Hasibuan, 2010).

Based on several explanations above, it can be concluded that human resource management is a process of managing human resources which includes the acceptance, use, development and maintenance of human resources that can support activities or daily activities to achieve goals. According to Bangun, there are the functions of human resource management as follows (Bangun, 2012) :

1. Procurement of Human Resources

Procurement is an activity in human resource management that determines or selects individuals who have conformity with the needs of the organization in achieving its goals. It must be conducted in accordance with the procedures so that the quality and quantity of human resources are according to the needs of the organization or company, including human resource planning, recruitment, selection, and placement of human resources.

2. Human Resources Development

Development is the process of improving individual, theoretical, technical, conceptual, and moral skills through education and training. The education and training provided must be in accordance with what is needed to be more optimal. In addition, it must include career development, management development, organizational development, performance appraisal relating to the evaluation and work results of an individual, and also group within the organization.

3. Compensation

Compensation is giving back direct and indirect services, in the form of money or goods to individuals in return for services that have been made to organizations or companies. The principle of compensation is fair which is

interpreted according to employee's work performance and is worth interpreting to meet their primary needs.

4. Integration

The integration function is to match the desires of individuals with organizational needs. Therefore, appropriate suitability is needed in setting organizational policies. Integration in this case includes work motivation, job satisfaction, and leadership.

5. Maintenance of Human Resources

The function of maintaining human resources is to maintain individual loyalty to the organization. Maintenance is an activity to maintain or improve individual physical, mental, and loyalty conditions so that they still want to be in an organization or company.

Based on the explanations above, it can be concluded that human resource management that will be discussed in this study is the human resource development and maintenance of human resources through the Tourism Awareness Group (Pokdarwis) in Kebonagung Tourism Village, Imogiri, Bantul.

b. Development of Human Resource

Development is an effort through education and training to improve the technical, conceptual, and moral capabilities of employees according to job or job needs (Hasibuan, 2010). In addition, the development of human resources has an important role in achieving the goals of an organization, because it has the ability to support the performance of the organization namely it large or small organizations (Zaenuri, 2015). Based on some of these definitions can be concluded that the development of human resources is an effort to improve or improve the technical, conceptual and moral abilities of individuals in relation to achieving organizational goals that have been planned in advance and adjusted to the demands of work that will be faced by an individual.

In enhancing individual capabilities, training and development are needed. Training and development can be explained as an effort to improve the knowledge, skills and abilities of individuals in a planned manner within an organization. The purposes of developing human resources through training and development (Zaenuri, 2015) are as follows:

1. Increase productivity.
2. Improve the quality of the workforce.
3. Improve the accuracy in HRM planning.
4. Increase work morale.
5. Attract and hold good labor.
6. Maintain work health and safety.
7. Support personal growth.

The objectives of developing human resources through education and development are closely related to implementation which functions as a transformation process. Through training and development, individuals who have abilities that are not optimal can be transformed into capable individuals who have optimal quality in performance.

c. *Maintenance of Human Resource*

Maintenance is explained as an effort to maintain and improve physical, mental, and individual attitudes so that employee continue to work productively and loyal to the organization in achieving its goals (Hasibuan M. S., 2012). Aside from the function of maintaining human resources, there are indicators in maintaining human resources (M.Nur, 2017) as follows :

a. Communication

Communication can be explained as an activity or process of delivering information from the sender to receiver using various media that can be clearly

understood by the receiver (Bangun, 2012). According to Theodore M. Newcob in (Mulyana, 2010), every act of communication is seen as an information transmission, consisting of discriminatory stimuli, from the source to the recipient. It can be concluded that communication is the delivery of information from the sender to receiver or as a transmission of information through various media that is easily understood by the recipient of the message.

b. Incentive

Incentives are awards in the form of money given to individuals who have worked beyond the prescribed standards (Panggabean, 2004). In addition, incentives are explained as an award in the form of money given by organizational leaders to employees so that they are more accomplished with high motivation in achieving organizational goals. (Mangkunegara, 2008). Based on some of these definitions can be concluded that incentives are programs given by the organization to its members in order to work harder and to improve their performance achievements in the organization.

c. Occupational Health and Safety

Work safety is a protection for security in work in the form of physical and mental safety in the work environment (Bangun, 2012). Then, occupational health is one of the efforts to obtain a perfect condition physically and mentally given by the organization or company so that it is possible to work optimally (Husni, 2005). Therefore, it can be concluded that occupational safety and health is one of the important indicators in the maintenance of human resources so that it will provide security for individuals in carrying out their work.

d. Welfare

Welfare is a response to material and non-material services provided based on wisdom. The goal is to play and improve the physical and mental condition of the individual so that his performance increases (Hasibuan M. S., 2012). In addition, welfare is defined as the main target regardless of the system and any technology used in the production process (Barthos, 1990).

Based on the explanations above, it can be concluded that the welfare given to individuals in an organization, it will improve quality in its performance so that it can improve in achieving organizational goals.

Tourist Village

According to Law Number 10 of 2009, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, central government and local governments. Muljadi (2012) stated that the term tourism originates from the implementation of tourism activities, namely an activity of changing the temporary residence of a person, outside the daily residence for any reason other than conducting activities that can generate wages or salaries. It can be explained that tourism is an activity to visit a tourist attraction area as well as businesses related to that field. Meanwhile, according to Law Number 6 of 2014, villages are a legal community unit that has regional boundaries that are authorized to regulate and manage government affairs, the interests of the local community, based on community initiatives, origin rights and local customs that are recognized and respected in the system government of the Unitary State of the Republic of Indonesia (NKRI).

Based on the explanations above, it can be concluded that tourism villages are a region that has the potential of natural resources to be developed by local residents without changing the area, only to utilize existing natural resources into a tourist area which can improve the economy as well as people's welfare.

a. *Development of Tourism Village*

In the development of tourism villages there are several things need to be fulfilled (Tajudin, 2018), namely :

1) Tourism Village Institutions

Good and appropriate initial planning is needed to improve the skills and knowledge of the community by Pokdarwis. The forms of activities carried out are training for people who will become tour guides, handicraft making,

processed regional specialties, etc. These activities can develop the potential of tourism villages to be expanding.

2) Tourist Attractions

Good management and planning can attract in tourists, then the need for packaging tourism products is as attractive as possible. In addition, there is a need for socialization from relevant agencies in developing tourism potential while promoting to the public by the Departement of Tourism and Culture.

3) Facilities and Infrastructure

Ease of access to facilities and infrastructure to support the need for tourists to travel to gain access. In this case the role of the government as a supporting actor is needed in developing tourism facilities and infrastructure such as the expansion of parking areas, roads to tourist sites, outbound tools, etc.

In the development of tourist villages there are several components that become supporting factors including accommodation, facilities, infrastructure, communities, tourism conscious groups (Pokdarwis) and collaboration with Official Departements and private parties or other institutions.

ANALYSIS AND DISCUSSION

A. Development of Human Resource Through Pokdarwis Tambak Tegal Agung in Kebonagung Tourism Village

The theory used in this study according to (Zaenuri, 2015) as explained in the operational definition namely to measure the development of human resources by using four important elements namely increase productivity, improve quality, attract and hold good labor, and support personal growth.

a. Increase productivity of human resource through Pokdarwis Tambak Tegal Agung in Kebonagung Tourism Village

Increased productivity is one of the main factors in the development of human resources and has a very important role in the good or bad performance of a person. The factors that influence the increase in productivity (Zaenuri, 2015) namely: continuous improvement, improved quality of work, empowerment of human resources, good workplace conditions, and feedback.

In an effort to increase productivity, the first thing to continuous improvement that can be done is to gather parties involved in managing tourism villages. Pokdarwis Tambak Tegal Agung always holds meetings and once every month, i.e. every Tuesday Pon. The meeting was combined with a social gathering with the hope that more people would attend the meeting. The meeting was attended by administrators of Pokdarwis, the people of Kebonagung and Karang Taruna as representatives of young people. In addition, Pokdarwis also invited Head of Kebonagung Village as a party from the government apparatus. Moreover, the meeting was held to find out what was lacking in terms of managing the potential of natural resources and in increasing the productivity of services for tourist visitors.

Kebonagung Tourism Village has a difference in offering tours to visitors. For other tourist villages, they only offer tourism objects to visitors. Then, after visitors return to their homes, they do not get a moment of learning related to the tourist objects visited. Unlike the case with Kebonagung tourist village which offers various types of tour packages as effort to improved quality of work including agricultural tour packages, craft tour packages, cultural tourism packages, and art tourism packages.

Table 2. Type of Tour Packages

| No. | Type of Tour Packages | Information |
|------------|------------------------------|--|
| 1. | Agricultural Tour Package | Agricultural (plowing, planting rice until harvesting) |
| 2. | Craft Tourism Package | Batik, make pottery, decor from coconut leaf, etc. |
| 3. | Cultural Tourism Package | Gendurian, Wiwitan, etc |
| 4. | Art Tourism Package | Gejog Lesung, Jathilan, Karawitan, , etc. |

Source: Author Analysis Result

Meanwhile, empowerment of human resource are needed to increase productivity such as training and education. Moreover, training and education activities organized by Pokdarwis and Government Institutions are also Private Sector such as the guiding certification, human resource management training, etc. The purpose of empowerment of human resource to improve the skills and knowledge of each individual. Furthermore, there are still obstacles in the management of tourist villages related to workplace conditions. In addition to the lack of outbound facilities for children, there are obstacles regarding the lack of agricultural land to be used in tourism activities. Supporting or not working conditions will affect the management process of tourism villages to be successful or hampered.

Therefore, based on several factors that influence the increase in productivity namely continuous improvement, improved quality of work, empowerment of human resources, good workplace conditions, then the feedback that will affect the number of tourists who come to the tourist village of Kebonagung is increasing or not. This depends on the role of Pokdarwis and the Kebonagung community in managing tourism villages.

b. Improve the quality of human resource through Pokdarwis Tambak Tegal Agung in Kebonagung Tourism Village

In improving the quality of human resources in Kebonagung Tourism Village, the parties involved are the management of Pokdarwis Tambak Tegal Agung (internal) and the people of Kebonagung Village (external). It is because both parties have an important role in the management of tourist villages. First, improving the quality of human resources through the management of Pokdarwis Tambak Tegal Agung namely guiding certification training and human resource management training. The training was intended to make Pokdarwis administrators get guidance and knowledge related to procedures to be qualified guides and how to manage human resource in tourist village. The training was held by Departement of Tourism and Culture of Bantul Regency, and also were invited by NGOs that are related to tourism, as well as the Communication Forum (Forkom) tourism which is always held in the Bantul area.

Meanwhile, there was also training that could be followed by the community. The training was attended by the people of Kebonagung Village namely homestay training which activities were such as how to manage a good homestay, how to receive guests with hospitality, and how to cook a standard food menu for a homestay. The training was organized by the Hotel 101 and also collaborated with several universities including Sarjanawiyata Tamansiswa University (UST) and Sebelas Maret University (UNS) with management related objectives in developing superior tourism villages in the future.

c. Attract and hold good labor in Pokdarwis Tambak Tegal Agung

In developing human resources, of course, individuals who have good performance are needed. As in terms of attracting and holding good labor, it is one indicator of human resource development. In the management at Pokdarwis Tambak Tegal Agung, Kebonagung Village must have a member of the management who has good performance. That those involved in the management of Pokdarwis are people who have a high awareness and concern for their environment. Because of this, those involved in the management of Pokdarwis already have a desire to develop their environment for the better. Management that has good performance can be started from the desire of each individual who wants to advance the area. To have better performance, of course a series of trainings related to the development of human resources is needed, as researcher has explained in the previous discussion.

The number of members of Pokdarwis Tambak Tegal Agung are 16 people with each having their main duties according to their position in the management structure and the tenure of the management of Pokdarwis is for 5 years. Now the average Pokdarwis Tambak Tegal Agung board has an old member and has entered the third period with the same members. This is because there is no young generation in Kebonagung Village who wants to be involved in the management and management of tourist villages. That is because there was no sense of concern to be involved in the management of tourist villages, even though the younger generation is a generation that is expected to continue the spirit of the older generation in managing tourism villages in the future. There are several reasons for the younger generation not to be involved in the management and management of tourist

villages, namely the income from tourist visits to Kebonagung Village has not yet become a fixed income. In addition, it is difficult for them to be involved in the management of tourist villages because of the suitability of time and work. Many young people are still student and makes it difficult to adjust their time to be involved in managing tourism villages.

d. Support personal growth of Kebonagung Tourism Village

Furthermore, another indicator in the development of human resources is supporting personal growth. Supporting personal growth in Kebonagung Village can be influenced by the presence of tourist villages. The presence of a tourist village can bring tourists to come and learn about the tourism potential in Kebonagung Village. In the management of tourist villages, of course, it is inseparable from the role of Pokdarwis which contributes to the development of tourism potential. The role of Pokdarwis in managing human resources in Kebonagung Tourism Village is to increase knowledge and tourism insight. In addition, making the tourism sector is as part of efforts to increase the growth of the local economy. With the presence of tourist villages, it has a good influence on the people of Kebonagung Village including the emergence of creative industries and small businesses among the people. The kinds of creative industries and businesses in Kebonagung Tourism Village include Batik Gumregah, Souvenirs, Pottery Crafts, culinary endeavors, homestay, etc.

Since the establishment of Kebonagung Village as a tourist village, the number of tourists coming continues to increase. However, in recent years the number of tourist visits to Kebonagung Village has decreased. This is due to several factors including many tourist villages springing up every year and offering a variety of tourism potential with each uniqueness in each tourist village.

B. Maintenance of Human Resouce Through Pokdarwis Tambak Tegal Agung in Kebonagung Tourism Village

In human resource management, efforts must be made to preserve human resources. Maintenance of human resources is the second indicator in this study because it can be used as a measure of whether or not function in human resource

management, as explained in the operational definition that refers to theory (M.Nur, 2017) in measuring the maintenance of human resources using two main indicators namely communication and welfare.

a. Internal and external communication in Pokdarwis Tambak Tegal Agung

Communication is an important indicator in maintaining human resources with the aim of developing tourism potential in Kebonagung Village. Communication is done as a way to exchange messages made by two or more parties. In this case, the researcher divides two forms of communication, namely internal communication and external communication. The first, internal communication is always held by Pokdarwis through meetings every month and also inviting Head of Kebonagung Village. Instead, the discussion at the meeting conducted by Pokdarwis included such as the arrival of visitors in Kebonagung Tourism Village in the next few days. In the meeting, the administrators discussed the activities to be carried out and readiness to welcome visitors later. In addition, an evaluation was done regarding previous visitors if there any shortcomings and strengths. For example, when there was a visit, the field coordinator handling agriculture had problems and shortcomings in its implementation. Then, he was reminded and were given input regarding problems in the implementation. After that, it was improved to be better and then be applied to future visitors.

The external communication is carried out by Pokdarwis with outside parties has been excellent. This is proven by to the holding of trainings from various agencies and institutions. The communication formed with outside parties is in the form of cooperation with the Ministry of Tourism, the Departement of Tourism and Culture, the Village Government, Hotel, Universities, and also the travel agency. With the communication internal or external parties, it will increase the success in developing tourism villages in the form of training programs and financial assistance. Meanwhile, another communication between Pokdarwis and government agencies was related to data reports on Kebonagung Tourism Village visits. The report related to the data on the number of visitors to Kebonagung Touristm Village is given every month. Data on tourist visits in Kebonagung Village can be found based on the data below.

Table 3. Data on the Number of Kebonagung Tourism Village Visitors

| No. | Tourist | Year | | | | |
|-----|----------|-------|-------|------|------|------|
| | | 2014 | 2015 | 2016 | 2017 | 2018 |
| 1. | Domestic | 3.218 | 1.510 | 612 | 635 | 553 |
| 2. | Foreign | 205 | 110 | 194 | 78 | 48 |
| | Total | 3.423 | 1.620 | 806 | 713 | 601 |

Source: Recapitulation of data on the number of the Kebonagung Tourism Village Visitors

Based on the table above, it can be seen the number of visitors to Kebonagung Tourism Village from 2014 to 2018 has decreased. This is because more new tourist destinations are emerging in Bantul. In addition, these new tourist destinations have unique attractions to visit such as Bego Hill, Seribu Batu Songgo Langit, Gua Pindul, etc.

b. Welfare of Kebonagung Tourism Village

Welfare, which is one of the next important indicators in maintaining human resources, can be used as a benchmark for success or failure in developing tourism potential in Kebonagung Village. If the management of the tourist village has been going well and proven by the many visitors to study related to the tour packages offered in Kebonagung Village, then it will directly increase the income of the community to become prosperous. However, if the visitors who come to Kebonagung Village turn out to be a little, it has an impact on people's income which makes their welfare level low. In knowing the level of welfare of the community, it can be seen from their own income whether they can meet their daily needs or not.

Based on the results of observations and interviews with several parties involved in developing the tourism village of Kebonagung such as batik craftsmen, homestay owners, and food stall owners that the income obtained by the Kebonagung Village community from the results of the management of tourist villages still cannot be used as basic income. This is because the income obtained by the Kebonagung Village community depends on the number of tourist visits. In

addition, it was proven based on data on the number of visits in the Kebonagung Tourism Village which had decreased annually.

CONCLUSION

Based on the results of the analysis it was concluded that the management of human resource management in the Kebonagung Tourism Village through Pokdarwis is still not optimal. This is due to two factors, namely internal and external. Internally, although Pokdarwis has carried out various activities and training in the management of tourist villages. However, the involvement of the young generation of Kebonagung Village is still missing. This is due to a number of things such as income that has not been fixed from the management of tourist villages, then related to time and work that must be adjusted. In addition, externally, the involvement of the Kebonagung Village government is still low in the management of tourist villages. It can be seen from every activity held by Pokdarwis that the role of the government does not yet exist and results in a decrease in the number of visits to the Kebonagung Tourism Village each year.

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