

# *Pokdarwis (Tourism Awareness Group) Perception In Efforts To Strengthening Human Resources Capacity For Tourism Development In Bogor City Tourism Villages*

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**Abstract**--Tourism villages in Bogor City, West Java Province have great potential in developing tourism that has uniqueness of natural and cultural beauty. However, the capacity of human resources to develop tourism in tourism villages is still not optimal. The purpose of this study was to analyze the perceptions of managers of tourism villages in Bogor City regarding aspects of event organization, promotional media, and hospitality aspects needed in tourism development. The type of research conducted was quantitative research. The study was conducted by distributing questionnaires to managers of seven tourism villages in Bogor City through a closed-ended questionnaire instrument with answer choices using a Likert scale of 1-7 (strongly disagree-strongly agree). The questionnaire was distributed to 14 managers of seven tourism villages in Bogor City by purposive sampling. The data analysis used was descriptive qualitative and quantitative. Managers of tourism villages in Bogor City assessed the organization of arts and cultural events as the main attraction, especially traditional arts and community crafts by holding events in halls and fields. The aspects of promotional media that can promote the attractions in tourist villages with the highest ratings are culinary and tourism activities through word-of-mouth promotion and the use of social media Instagram and WhatsApp. In promoting, a special team is needed to handle the promotion and the ability to narrate the promoted product and take pictures, photos, and videos. The hospitality aspect is needed to increase tourist satisfaction with low foreign language proficiency assessments and the need to get used to interacting with tourists and organizing training. This study empirically shows that managers in tourism villages in Bogor City need to improve their knowledge and skills in organizing events, promotional media, and hospitality aspects.

**Keywords:** Human Resource Capacity, Perception, Pokdarwis, Tourism Village, Tourism Development

## **I. INTRODUCTION**

Tourist destinations in Bogor City are spread across six sub-districts with various different attractions. The number of visits to Bogor City continues to increase every year. The number of tourist visits to Bogor City in 2024 based on data from the Bogor City Tourism and Culture Office, as many as 6,394,031 tourists who have visited this rainy city from January to November 2024. This figure has almost reached the target set, namely 6,500,000 visits, showing the enthusiasm of the community to make Bogor a primary holiday destination (Tambunan, 2025). Destinations that can be an option for tourists in Bogor City are thematic tourist villages. This tourist village was formed based on the Decree of the Mayor of Bogor, West Java Province Number

556/Kep.97-Disparbud/2022 dated March 18, 2022, concerning the Determination of Tourist Villages. The tourist villages based on the above decree are spread across six sub-districts in Bogor City, namely Ciharashas Village, Labirin Village, Pulo Geulis Village, Cibuluh Batik Village, Perca Village, Situ Gede Village, and Durian Rancamaya Village.

Mulyaharja thematic tourism village is one of the alternative tourist destinations among the other six tourism villages with an area of 23 Ha and based on statistical data in 2022, the number of visitors to the Mulyaharja thematic village has increased (Adi *et al*, 2025). Currently, there are other tourist attractions in Mulyaharja Village besides Agro Edu Wisata Organik (AEWO), namely Saung Eling, precisely located in Lembur Sawah Village which offers culinary tourism, views of Mount Salak, and traditional games. The development of this tourism village has great potential to be used as a leading destination in Bogor City. In developing tourism at the destination, it is inseparable from tourism services supported by quality human resources. Innovation needs to be continuously carried out to improve aspects of tourist satisfaction and visits that still pay attention to tourism sustainability.

Tourism management in tourist villages is carried out by Pokdarwis (Tourism Awareness Group). The capacity of human resources in the seven tourism villages in Bogor City needs to be a concern for all parties, both in organizing events, promotional media, and hospitality. The empowerment and important role of Pokdarwis in tourism development are also mentioned in the research of Wirdawati *et al* (2025). Organizing events at a tourist destination can be a strong attraction to attract tourists. Well-managed events can build the image of a tourist destination, increase visits, provide unique experiences, and have a positive impact on the local economy (Sa'diya & Andriani, 2020; Al Dweik 2020). In addition, the role of promotion is inseparable from tourist destinations. Promotion in tourism villages in Bogor City has an important role not only regarding the media chosen but also the quality of human resources in managing promotions. Promotion is an essential part of the management organization of a tourism destination (Borzyszkowski, 2015). Promotion can also build the image of a tourism destination (Govers & Kumar, 2007). The hospitality aspect is also important in tourism activities. Hospitality includes friendliness, attention to detail, personalization, empathy, and quality of service (Rostyani & Setianingrum 2025). The problem that occurs is the less-than-optimal implementation of events, promotion marketing, and hospitality in seven tourism villages because it is related to the capacity of human resources. This study was conducted to determine the perceptions of managers in seven tourism villages regarding event implementation, promotional media, and hospitality. By conducting this study, it is hoped that it will provide an overview for managers to optimize tourism services because they need to be supported by quality human resources.

## II. METHODS

This study was conducted to analyze the perceptions of managers in seven tourism villages regarding event management, promotional media, and hospitality. The data collection locations were in seven tourism villages in Bogor City (Ciharashas Mulyaharja tourism village, Batik Cibuluh tourism village, Situgede tourism village, Labirin tourism village, Pulo Geulis tourism village, Perca tourism village and Durian Rancamaya tourism village). The data taken from this study were the characteristics of Pokdarwis managers and manager perception data (Pokdarwis). Data on characteristics and manager perceptions were obtained through the distribution of closed-ended questionnaires to 14 manager respondents. Determination of respondents by purposive sampling. The data analysis used in this study was quantitative descriptive statistical analysis. Statistical data analysis is the presentation of data through graphs and then analyzed descriptively and qualitatively.

Data distribution through the calculation of the average and standard deviation, and the calculation of the Percentage (Sugiyono 2015). Primary data collected through the distribution of questionnaires were formed on a measurement scale. This measurement is done by processing the questionnaire scores from respondents providing opinions on the organization of the event, the potential that can be introduced through the event, and the location of the event. Questions about promotional media regarding the products being promoted, the media chosen to promote, and promotional techniques. The hospitality aspects asked are difficulties in developing hospitality services, obstacles in hospitality services, and efforts to improve hospitality skills. The answer choices use a Likert scale of 1-7 from strongly disagree to strongly agree. The data analysis used is quantitative descriptive. The results of processing the manager's perception data are then described based on the assessment results that have been calculated on average.

### III. RESULT AND DISCUSSION

#### Characteristic Sample

The results of the study showed that the characteristics of the respondents of the managers (Pokdarwis) were mostly male, namely 58 percent with 100% married status. The manager's job is not only as an administrator in Pokdarwis but also has a main job as an entrepreneur, teacher, and trader. Like Haryanto's research (2014) in a tourism village in Yogyakarta, tourism activities are not the main job. The age of the manager respondents is in the range of 19-52 years, with the highest level of education being high school 76 percent, diploma 14 percent, and bachelor's degree 7 percent.

#### Event Organization

Events enhance the adventure and experience aspects that are a destination branding strategy. In addition, events showcase various cultures in one place, share social and cultural experiences, and create new jobs, investments, and partnerships (Kuci, 2021). Influence of tourism events have an influence on the decision to visit Pasir Putih Beach, Situbondo Regency (Ismail & Iriani 2021), in addition, research by Sari & Kale (2024) found that holding events at Pandawa Beach, Badung, Bali a positive effect on revisit intention.

Events always have interesting themes and have the potential to bring up various programs and styles from various types of festivals held. The types of events are divided into eight types. McCartney (2010) mentioned one of them is a cultural event that has activities that showcase culture such as religious-based festivals, arts culture, culinary culture, and local community traditions which are carried out in several places such as heritage sites, temples, museums, and city centers. Town squares in various regions. The assessment results in Figure 1 show that the respondents of the Pokdawis managers assessed that the events that could be held were local arts with a value of 6.6 (strongly agree), in addition to cultural events that have special characteristics with a value of 6.4 (agree). One of the tourist villages, namely the Mulyahrja Tourism Village, routinely holds Seren Taun and also festivals that feature cultural dances and traditional games. Kallista & Ritonga (2023) mentioned the role of events in improving the image of Kota Tua tourism destination and contributing quite a bit to promoting and providing an overview of the tourism destination.

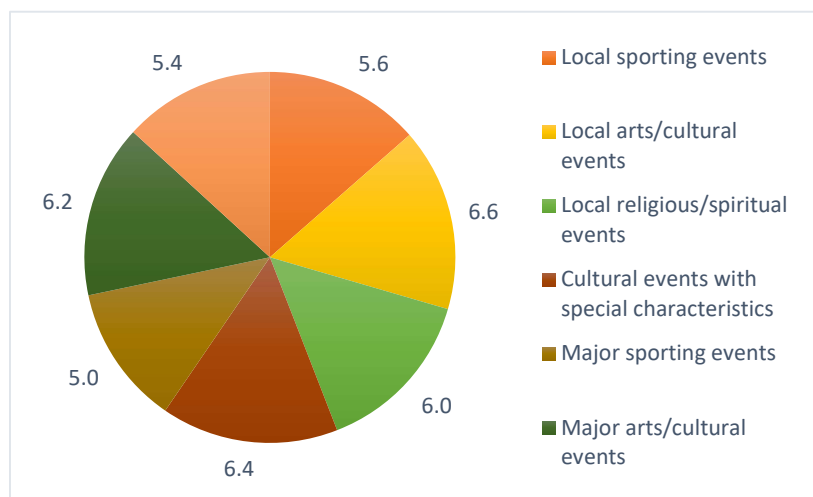


Figure 1. Events That Can Be Held

The results of the potential assessment that can be introduced through the event from Figure 2, according to the Pokdarwis manager, are arts related to community life with a value of 6.4 (agree). In addition, there are also creative ideas from the community with a value of 6.4 (agree), crafts/artworks with a value of 6.3 (agree), and natural conditions with a value of 6.1 (agree). The interesting parts of community life in the tourist village located in Mulyaharja Village, namely Saung Eling, holds Seren Taun and a traditional food festival. The event activities with the theme of Sedekah Bumi and Jajanan Lembur festival are routine agendas at Saung Eling Mulyaharja. Sedekah Bumi ceremony known as Seren Taun is a traditional event to express gratitude for what has been given by

the Almighty. This traditional ceremony involves various rituals and traditions such as a parade of agricultural products, joint prayers, and cultural arts performances. This is in accordance with the research of Anggoro *et al* (2023) on cultural events held as an effort to promote or brand Ponorogo culture as a tourist attraction strategy. Events as temporary and unique activities consisting of the use of certain times, layout, management, and involving various parties. The tourism event management system in Nusa Dua generates financial income, image, and experience (Rohman & Pranata 2018). The implementation of events is also promoted, such as Prakoso's research (2021) the quality of the implementation of special events in Palabuanratu has not had a significant effect on tourism destinations because the Palabuanratu Fisherman's Day Festival is not widely known to the public so that promotional efforts are still needed.

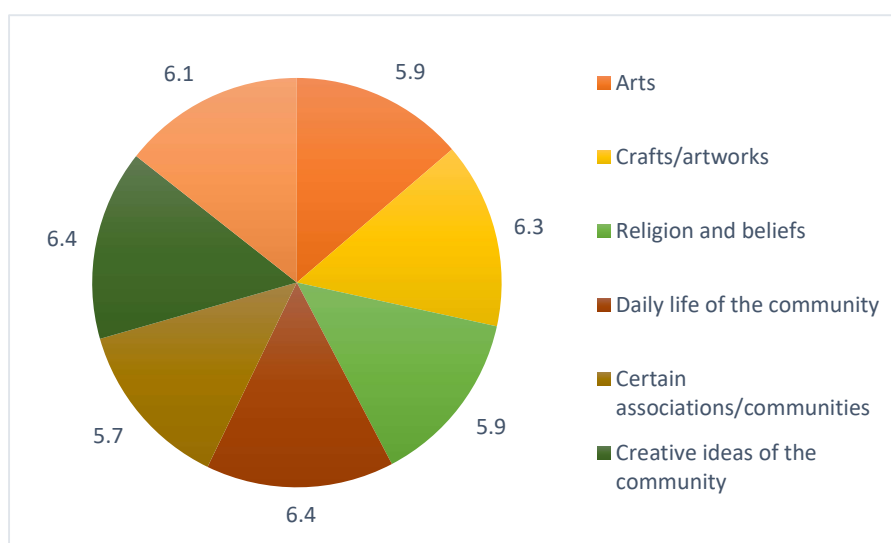


Figure 2. Assessment of potential that can be introduced through events

Another potential that can be introduced through events is the creative ideas of the community in increasing visits to tourism villages through tourism activities in the form of tourism programs or packages and events held such as batik activities in the Cibuluh batik tourism village, eating together (*cucurak*) or harvesting in the Mulyahaja tourism village, Durian party in Rancamaya durian village. Natural conditions are also potential that can be introduced through events. The Mulyaharja Tourism Village, especially in the Agro Edu Wisata Organik (AEWO) tourism attraction, has a vast expanse of rice fields and provides a cool atmosphere and rural feel (Ghifari *et al* 2025; Adi *et al*, 2025). Crafts from works of art are also the respondents' choice to introduce through events. The Cibuluh Batik village is one of the educational villages that develop batik through education and the creative economy by empowering women. This area produces stamped batik and hand-drawn batik, both classic, traditional, and contemporary, which highlight the diversity of the icons of the City of Bogor. As a result of the assessment regarding the location of the event, management respondents chose local fields, certain natural locations, and places where residents gathered (Figure 3).

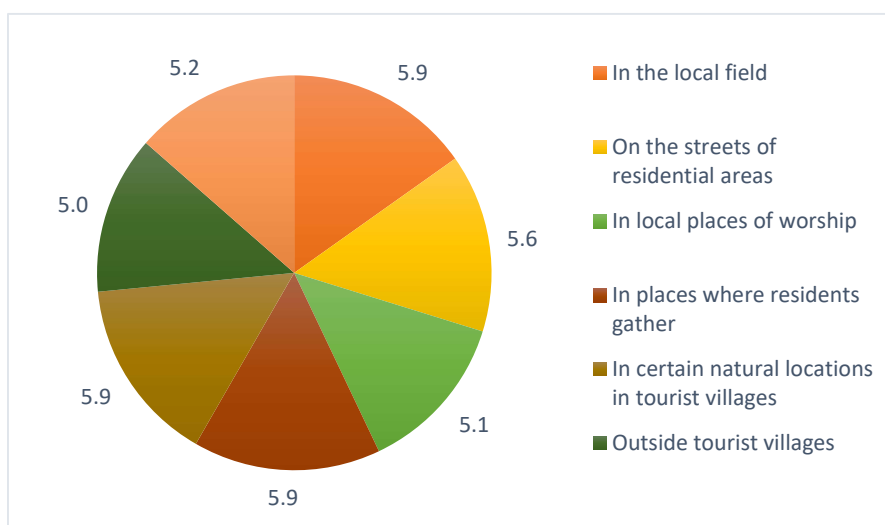
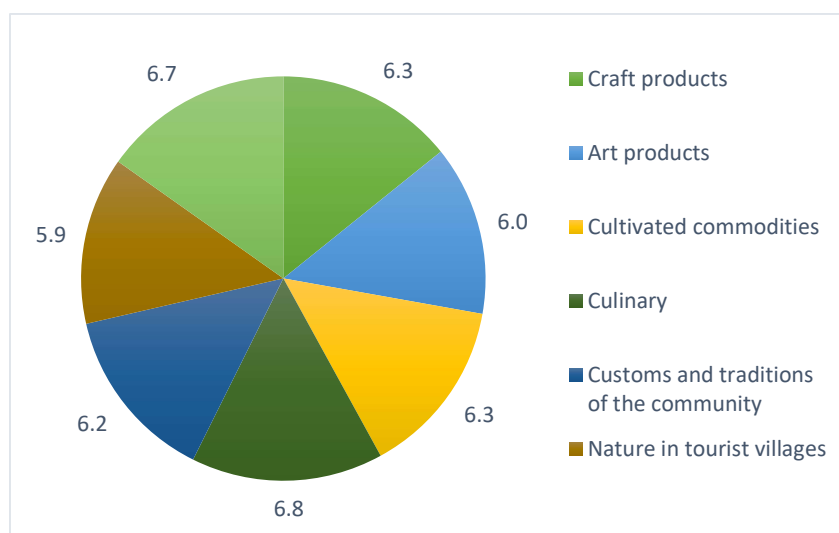


Figure 3. Event Location Assessment

### Media and Promotion

Promotion plays an important role in tourism activities as a way to increase the number of visitors, especially with many other tourism destinations as new competitors (Boari *et al*, 2024). Erdiansyah (2020) stated that promotion influences decisions in purchasing products. The assessment results in Figure 4, the manager respondents regarding the products that can be promoted are culinary with a value of 6.8 (strongly agree), and tourism activities with a value of 6.7 (strongly agree). Culinary in tourist villages is an inseparable part of tourism activities. Typical culinary is a special attraction including typical food in Ciharashas Mulyaharja which has a unique taste such as *nasi liwet*, *nasi tutug oncom*, *tumis jantung pisang*, *jengkol balado*, and cucumber shaved ice (Parantika 2022).



Gambar 4. Promoted Product Assessment

The results of respondents' assessments regarding the appropriate media to promote tourism villages in Figure 5 show that word-of-mouth promotion received the highest score of 6.9 (strongly agree), in addition to WhatsApp with a score of 6.7 (strongly agree)

and Instagram media with a score of 6.8 (strongly agree). The uniqueness of word-of-mouth promotion lies in aspects such as consumer trust, social authority, and strong network effects so that it is considered to have a higher level of success in influencing consumer behavior (Nugraha, 2023; Imambachri *et al* 2025). WhatsApp and Instagram social media are also choices for tourism village managers to promote products and services. In various studies, Instagram social media has become an effective promotional medium to expand market reach (Herlisa *et al*, 2025). Silaban *et al* (2022) explained that the promotion of tourism destinations through Instagram social media significantly influences their interest and perception, when consumers believe that tourist destinations are attractive, it has a positive effect on the destination image. Moreover, currently, in its modern form, electronic word of mouth (eWOM) on Instagram social media is considered to be able to influence a person's decision to purchase (Wijaya & Rahman 2023)

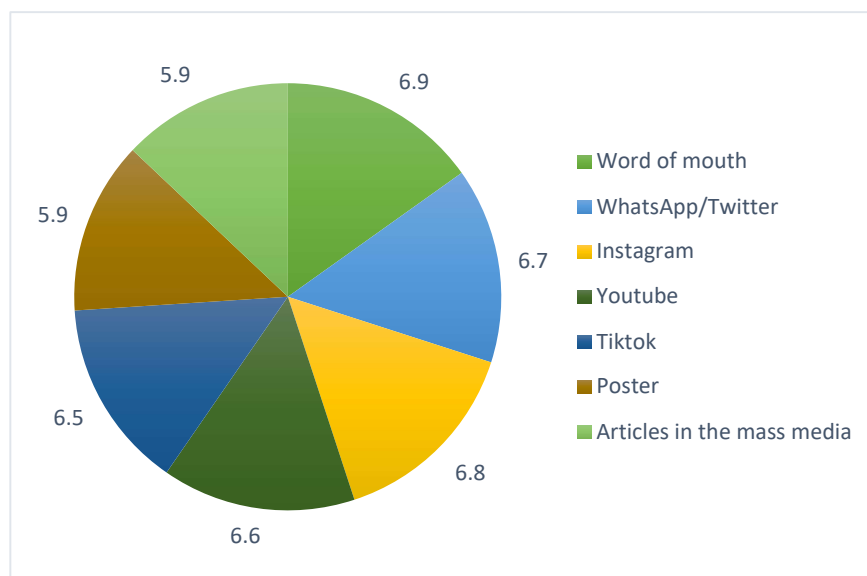


Figure 5. Media Assessment to Promote

Promotional media management certainly requires resources who understand how to communicate tourism resources in the tourism village to potential tourists. The assessment results in Figure 6 regarding promotion techniques, respondents from Pokdarwis managers assessed that tourism promotion requires a special team in managing tourism village promotions with a value of 6.6 (strongly agree), in addition, the resources placed in the promotion section not only manage social media accounts but also have the technical ability to write descriptions of the products being promoted, know the techniques for taking pictures, photos and taking videos. Research by Tholibin *et al* (2024) states that in increasing the branding of Jolotundo Glamping and Edu Park Nganjuk tourism, one of the promotional plans carried out is by creating a special team to handle tourism promotions.

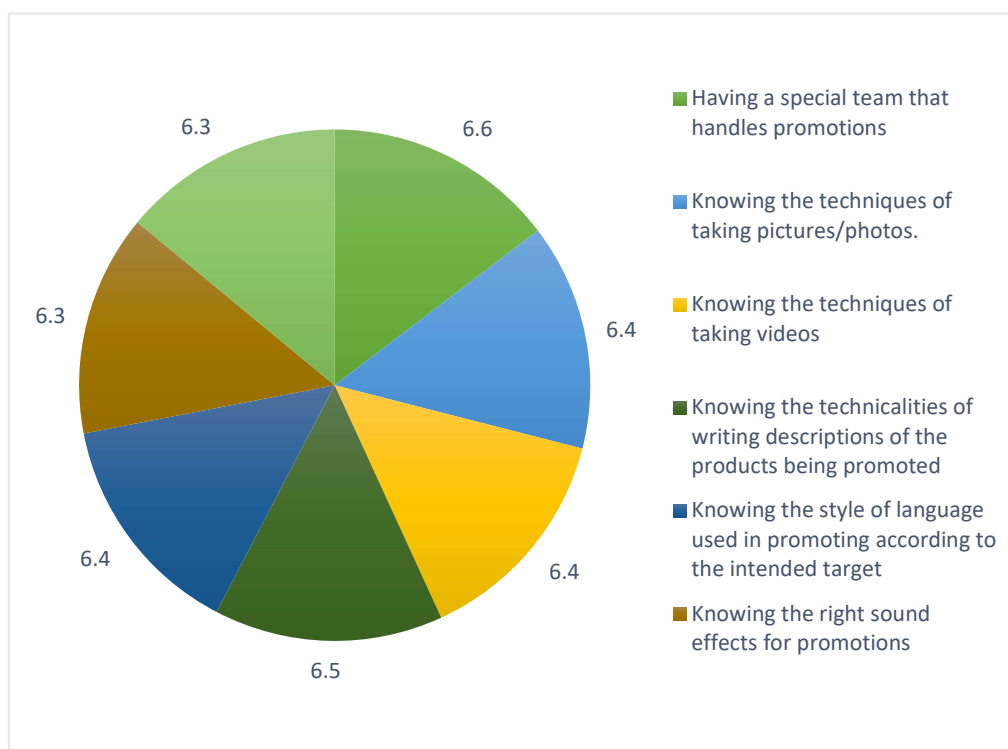


Figure 6. Promotion Technique Assessment

## Hospitality

Tourist satisfaction is an important part of tourism services at a destination. The hospitality aspect and problems in improving human resource capabilities in the hospitality aspect in the Tourism Village are important to know. The results of the assessment of respondents of Pokdarwis managers in Figure 7 show the difficulties experienced in developing hospitality services, namely mastery of details for tourist satisfaction with a value of 6.5 (strongly agree) and teamwork with a value of 6.5 (strongly agree). Hospitality can increase customer satisfaction, provide significant economic benefits, and promote sustainability at the Lake Toba tourism destination. Hospitality includes several elements such as personal service, special relationships, and feelings of comfort (Kennedy & Lumbantoruan 2024).



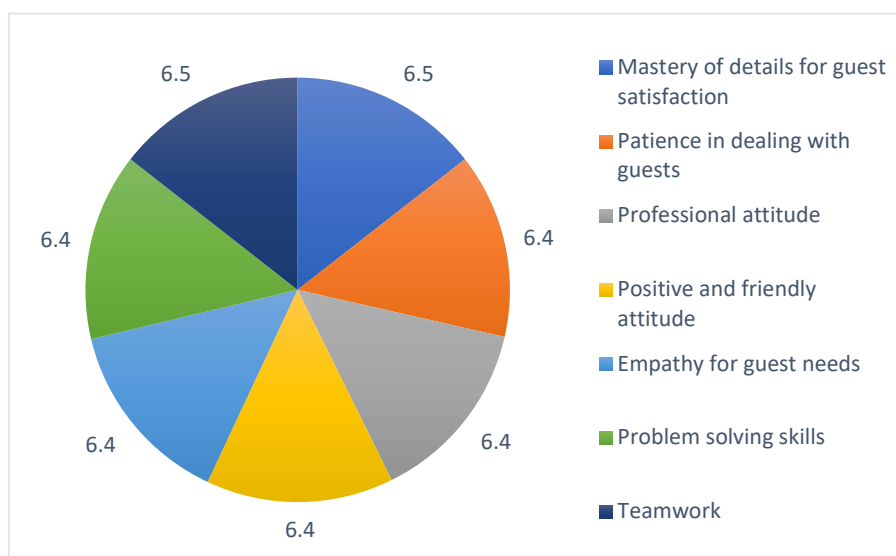


Figure 7. Assessment of Difficulty Aspects in Developing Hospitality Services

The manager of Pokdarwis assessed that in hospitality services in Figure 8, there were obstacles in the aspect of low foreign language proficiency with a value of 6.4 (agree) and inadequate tourism facilities with a value of 6.3 (agree). Mastery of foreign languages in the tourism industry is important in strengthening tourism competitiveness, in addition, good foreign languages owned by human resources in tourist destinations will facilitate communication with visiting tourists (Dewi 2023)

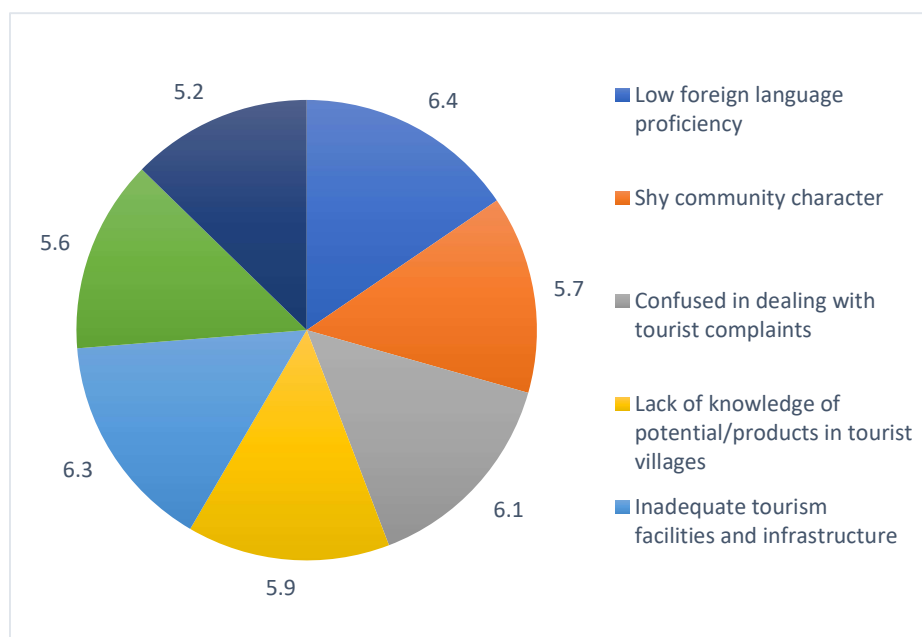


Figure 8. Assessment of Barriers in Hospitality Services

Efforts that can be made to improve the capacity of human resources in tourism villages, especially in the aspect of hospitality skills, are by getting used to interacting with tourists with a value of 6.9 (strongly agree), taking personality training, taking skills training, holding team meetings and improving communication between community members (Figure 9). The training provided to human resources in tourism villages, especially regarding the hospitality aspect, will improve the quality of service, and tourist



experience and help individuals develop communication skills, work ethics, and the ability to handle guests well (Parwati et al, 2024).

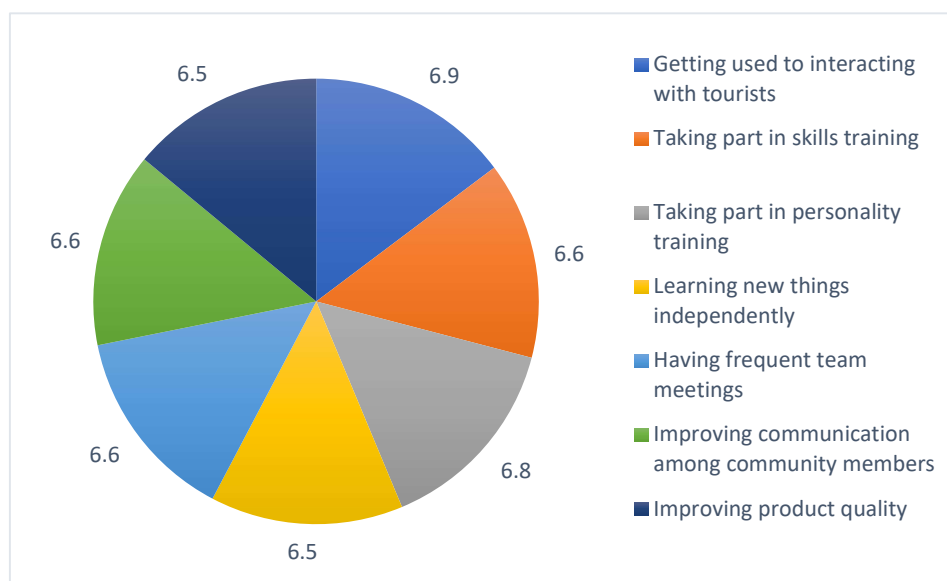


Figure 9. Assessment of Efforts to Improve Hospitality Skills

#### IV. CONCLUSION

Pokdarwis has a strategic role in developing tourism in tourism villages. Organizing events, promotional media, and hospitality needs to be the concern of all parties in order to synergize in increasing the capacity of human resources in tourism villages. Cultural events can be activities that increase tourist visits, both regarding art, culinary, and traditional ceremonies. The promotional media of choice in developing tourism villages is word-of-mouth promotion and utilizing social media Instagram and WhatsApp. Good promotional planning by creating a special team and improving skills in taking videos, and pictures and the ability to narrate the products to be promoted. The hospitality aspect shows that mastery of foreign languages needs to be improved by providing training and also getting used to interacting with tourists.

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