

Strengthening New Product and SOPs for Blitar Pangi Beach Tourism Villages as an Effort for Sustainable Tourism Development

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ABSTRACT

Pangi Beach Tourism Village products are tourist boats, diving spots, and several culinary delights that offer food and drinks. The problems faced by Pangi Beach Tourism Village are strengthening the economic potential of tourism villages and making SOPs (Standard Operating Procedures) facilitate and regulate work patterns in Pangi Beach Tourism Villages. SOP is a guideline or reference for carrying out work tasks following the functions and performance appraisal tools for government and non-government agencies, businesses, and non-businesses, based on technical, administrative, and procedural indicators according to work procedures, work procedures, and work systems. The writing of this article uses a community empowerment approach and direct research in the field to find out the problems and economic potential of Pangi Beach Tourism Village. SOP is used as a minimum standard that affects the results of a product or service. Strengthening SOPs also affects customer confidence to use products or services. The economic potential of tourism on Pangi Beach can be strengthened in the form of making tourism products in the form of food and drinks at tourist village locations.

Keywords: *Pangi Beach Tourism Village Products, Standard Operating Procedures, Sustainable Tourism*

1. INTRODUCTION

Empowerment and acceleration of development in villages have begun at least in 2014 with the issuance of Law no. 6/2014 on Villages. As far as the laws and regulations are covered by the law, the village has indeed experienced several shifts in development. More precisely, it leads to the strengthening of authority and finances [1].

In terms of authority, the village has become stronger and more autonomous in determining the direction of development, although it is still within the corridor of national development planning and the government units above it. Meanwhile, in terms of finance, Law no. 6/2014 makes the village have the right to the Village Fund and Village Fund Budget. The problem then is how the

existing villages are not only financially dependent on these two main financial sources, but furthermore, namely can develop their economic potential more independently through Village Owned Enterprises (BUM Desa).

Tumpakkepuh Village is located in Blitar Regency. In running the government, the village of Tumpakkepuh prioritizes development with village meetings that actively involve elements of the community. Development in the village of Tumpakkepuh focuses on three things which include the fields of governance, development, and community empowerment. The most important thing is that the development of village infrastructure prioritizes the principle of equity in and development priorities in each RT and RW.

In Tumpakkepuh Village, there are three natural tourism potentials: Embultuk Cave, Randualas Tree, and Pangi Beach Tourism Village. Tourism is also one of the keys to increasing income in each region. Visits and activities of local and foreign tourists greatly help restore the economy of the community around the tourist area. In the "Strategic Plan of the Ministry of Tourism and Creative Economy 2020-2024", it is stated that most Indonesians live in rural areas and can attract tourists to visit their villages. In addition to the potential of rural natural wealth, other potentials also come from the life and culture of rural communities. It is shown in the Strategic Plan that if the potential of a tourist village can be managed through sustainable tourism methods, it will provide added value not only in terms of ecology and socio-culture but also in the economy and welfare of the surrounding community. Village. In this way, tourism can help reduce poverty levels and social inequality in villages.

Pangi Beach Tourism Village Blitar is one of the tourist attractions located in Tumpakkepuh Village, Bakung District, Blitar Regency, East Java, Indonesia. Pangi Beach Tourism Blitar is a tourist place that provides a different sensation from our daily activities. Pangi Beach Tourism Blitar has a very attractive beauty from the beachside. This Pangi Beach is still rarely visited by tourists and can be said to be still virgin because it has not been exposed so that in this beach area the cleanliness is still really maintained. Pangi Beach has a very beautiful panorama with clear seawater and calm waves and green hills. In the vicinity, there is also a clear flowing river. So that visitors who want to set up camping are certainly not difficult to get clean water.

Tourism products in Pangi Beach Tourism Village are tourist boats, diving spots, and several culinary delights that offer food and drinks. The importance of professional assistance from both the government and the private sector for village tourism management actors to improve service quality, marketing tourism programs, micro, and medium small business products. One of them is the community service program for the mentoring process to strengthen the Pangi Beach tourism village, Blitar Regency.

2. METHODS

This research uses field research methods and raises problems that occur in the field [2]. Observation is a data collection technique that is carried out through observation, accompanied by notes on the state or behavior of the target object [3]. According to Nana Sudjana, observation is a systematic observation and recording of the observed phenomena. The observation technique is the systematic observation and recording of the phenomena being investigated. In a broad sense, actual observation is not only limited to observations carried out either directly or indirectly [4].

3. RESULTS AND DISCUSSION

The central government and its ministries and local governments are committed to overseeing the implementation of the Village Law in a systematic, consistent and sustainable manner, to achieve an advanced, strong, independent, and democratic village. One of the efforts to make this happen, one of which is being built in the village is BUM Desa as the spearhead of the economy in the village.

A tourist village is a rural area that offers an overall atmosphere that reflects rural originality, both from socio-economic life, socio-culture, customs, daily life, has building architecture and distinctive regional spatial structure, or unique and interesting economic activities and has the potential to the development of various components of tourism such as attractions, accommodation, and culinary [5]. The tourist village sketch is a concept that is considered ideal to realize the welfare of the village community. This is because the process of formation and management of tourist villages requires the involvement of all village components which include the village government, government institutions that are hierarchically above it, and the active participation of the village community. In a sense, the collective work of developing a tourist village as a source of village income depends on the active and creative role of the village community. Moreover, apart from being a source of economic income and empowering human resources in the village, tourist village destinations also support the vision of sustainable development to maintain the authenticity of typical rural values [6].

Meanwhile, in the process of developing a tourist village, several aspects should be fulfilled by relevant parties to provide recreational spaces based on rural nuances, including; (1) natural/biological aspects, (2) physical environmental aspects, (3) cultural aspects, (4) amenities/infrastructure aspects, (5) human resources (HR) aspects, (6) institutional aspects, (7) attitudes and governance of people's lives, and (8) accessibility aspects [7]. The criteria above are interrelated variables and are bound to each other in the process of application to be able to give birth to a brand of tourist village destinations that are productive and competitive in attracting tourists.

The existence of a tourist village in the part of rural life is expected to add many options for tourism destinations for tourists. This is because each village spread across various geographical and cultural areas has its characteristics, including; landscapes, arts and culture, culinary and human resources. Considering the development of tourists today who tend to hunt for unique and authentic tourist sites from a culture, and what they are looking for is offered in a tourist village [8]. Through tourism villages, the tourism sector proves its alignment with the spirit of pro-job, pro-growth, and pro-poor (tourism as an absorber of rural labor, as a generator

of regional economic growth, and as a tool for alleviating poverty) [9]. Diversification of tourist villages in rural areas is targeted to be able to support the acceleration of the development of the national tourism sector and equitable distribution of community economic welfare.

3.1. Partner Problems

In Tumpakkepuh Village, there are three natural tourism potentials, namely Embultuk Cave, Randualas Tree, and Pangsi Beach Tourism Village. Tourism is also one of the keys to increasing income in each region. Visits and activities of local and foreign tourists greatly help restore the economy of the community around the tourist area. In the "Strategic Plan of the Ministry of Tourism and Creative Economy 2020-2024", it is stated that most Indonesians live in rural areas and can attract tourists to visit their villages. In addition to the potential of rural natural wealth, other potentials also come from the life and culture of rural communities. It is shown in the Strategic Plan that if the potential of a tourist village can be managed through sustainable tourism methods, it will provide added value not only in terms of ecology and socio-culture but also in the economy and welfare of the surrounding community. Village. In this way, tourism can help reduce poverty levels and social inequality in villages.

Embultuk Cave is located in Tumpakkepuh village, Bakung sub-district, Blitar Regency, Embultuk Cave is a natural cave which is full of stalagmites and stalactites inside. The length of this cave is about 1.5 km, it is wide and about 3 meters high. At approximately 1.5 km, the charm of the stalagmites can be very impressive. There is the sound of gurgling water indicating its natural charm. Everyone who visits the cave must use a petromak lamp. This cave tour is always crowded with tourists, especially during school holidays, and the road to this cave has also been renovated so that four-wheeled vehicles can pass.

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improve service quality, marketing tourism programs, and MSME products. One of them is the community service program for the mentoring process to strengthen the Pangsi Beach tourism village, Blitar Regency.

3.2. Strengthening SOPs and new tourism products

Based on the analysis of the situation above, broadly speaking, there are problems faced by Pangsi Beach Tourism Village, namely strengthening the economic potential of tourism villages and making SOPs (Standard Operating Procedures) facilitate and regulate work patterns in Pangsi Beach Tourism Village. The economic potential of tourism on Pangsi Beach can be strengthened in the form of making tourism products in the form of food and drinks at tourist village locations. It is necessary to strengthen the design of places to sell food and drinks in tourist village locations. A new tourist product at Pangsi Beach is the Container Cafe. This new tourism product is created to increase village income.

Meanwhile, SOP is a guideline or reference for carrying out work duties following the functions and performance appraisal tools for government and non-government agencies, businesses, and non-businesses, based on technical, administrative, and procedural indicators according to work procedures, work procedures, and the work system in the relevant work unit. If the business entity already has an SOP, then the workers are required to work following the regulations that have been prepared. SOP is used as a minimum standard that affects the results of a product or service. The bigger the company, the stricter the SOP. Not only to streamline operational activities, but also to influence customer confidence to use products or services.

Table 1 Problem and solution in Pangsi Beach Tourism Village

The aspect of the problem	Solution
Strengthening the economic potential of tourist villages	Tourism village creative economic analysis and design – creation of new tourism product
Governance and working methods in the tourism village scope	Training and making SOP (Standard Operating Procedure) to facilitate and regulate work patterns in Pangsi Beach Tourism Village

The governance system document as an example of an SOP has a unique nature. That is, it applies to the organization or company where the SOP is applied. In other organizations or companies with the same type of business, SOPs must also be adapted to the company's conditions [10]. There is no single format for compiling

governance documents and SOPs. Each company and organization can determine its format according to factual conditions in the field. SOPs are made with the main target to be used by work units or individuals in the organization who will carry out these activities.

The SOPs in this container cafe were prepared by the village government, village-owned enterprise management, and tourism village awareness groups (pokdarwis) which have the function of driving Tourism Awareness in the area of tourist destinations and as partners of the government and local governments (district/city) to realization and development of Tourism Awareness in the region [11]. The three of them know the conditions in the Pangsi beach tourism village. Therefore, the SOP that has been prepared will be following the actual conditions in the field. So that, the SOP can be carried out with real conditions.

4. CONCLUSION

The creation of new tourism products in the Pangsi beach tourism village in the form of a container cafe is one solution to increase village income because it is managed by a village-owned enterprise (Bumdes). Tourism products in the Pangsi beach tourism village already exist, but the addition of these new tourism products will increase the quality and quantity of tourism products that are run with more modern and professional governance. This is supported by the creation of SOPs that are used as guidelines in running their business. The purpose of it all is to make sustainable tourism village governance. This is done by Pangsi Beach Tourism Village.

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