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Indonesian Journal of Community Services Cel

Journal homepage: <https://ijcomcel.org/index.php/IJCSC>



## Development of Tourist Villages on The Wind (Wawoangi)

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### ARTICLE INFO

#### **Article History:**

*Received 14 August 2022*

*Revised 18 November 2022*

*Accepted 23 November 2022*

#### **Keywords:**

*Development Strategy,  
Seven Charm,  
Tourist Village.*

### ABSTRACT

The village above the wind (wawoangi) has a high selling value to be used as a superior tourist attraction, but the reality of this village has not been able to be developed as a professional tourist village, both from the aspect of management, human resources, and utilization of village potential. The purpose of developing tourist villages on the wind (wawoangi) is to know the development of tourist villages through analysis of supporting factors and inhibiting tourist villages and the implementation of Sapta Pesona. This community service is carried out so that the public understands about tourism awareness with the tourism potential it has to realize Seven Tourism Charm which can make tourist attractions and tourist attractions more attractive to tourists to visit the village above the wind (Wawoangi). The method performed is qualitative descriptive. Based on the results of community service obtained several alternative strategies that can be applied in the development of tourist villages in wawoangi village related to the desnitasi aspect, industrial aspects, marketing aspects and institutional aspects.

## 1. Introduction

Tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that blends with the procedures and traditions that apply. Rural tourism is tourism consisting of a whole rural experience, natural attractions, traditions, unique elements that can overall attract tourists [Antara \(2019\)](#). The determination of a village referred to as a tourist village must meet several tourists, namely: a) Utilizing the facilities and infrastructure of the local community. b) Benefiting the local community. c) Small scale to facilitate the establishment of mutual relations with local communities. d) Involving the local community. e) Implementing village tourism product development [\(Muliawan, 2008\)](#).

The management of tourist villages is expected to develop well, one of which is through community-based planning [\(Gautama et al., 2020\)](#). To realize a good tourist village, the community must have a tourism conscious attitude, tourism awareness is a condition that describes the participation and support of all components of society in encouraging the realization of a climate conducive to the growth and development of tourism in one destination or region [\(Rahim, 2012\)](#). The purpose of the tourism conscious movement is to foster awareness and the role of all components of society in its role as a host to implement and realize Sapta Pesona. Sapta Pesona is a tourism conscious concept related to the support and role of the community as a host in an effort to create a conducive environment and atmosphere that is able to encourage and grow the development of the tourism industry, through the realization of safe, orderly, clean, cool, beautiful, friendly, and memorable elements [\(Kementrian Pariwisata & Ekonomi Kreatif, 2012\)](#).

Wawoangi Village is one of the villages located in Sampolawa District of South Buton Regency which is an expansion of the village of Bangun District Sampolawa South Buton Regency. Wawoangi Village was definitively inaugurated by the Governor of Southeast Sulawesi Province on June 30, 1997. This village is also called Wawoangi Village, derived from the language 'cia-cia' which means above angin. This tourist village has a distance of approximately 50 Kilometers from Baubau City, and approximately 30 Kilo Meters from the Capital of South Buton Regency. Wawoangi tourist village has 3 tourism potentials, namely: Lapoili beach, Old Mosque, and Kali Biru Wawoangi Peak

The considerable tourism potential in Wawaangi Village has not been optimally utilized to be developed as a tourist village considering the still finding of some obstacles, including weak human resources, weak understanding of tourist charm sapta as a benchmark for improving the quality of tourism products and others. To utilize and maximize the various tourism potentials owned, a tourism village development strategy in wawoangi village is needed that is comprehensive, integrated, and sustainable and the development strategy is based on its potential. Human resources are a key factor in the development of tourism distination [\(Evans et al., 2003\)](#). Improving the quality of human resources becomes a necessity for a tourist destination, because human resources will determine the quality of tourist products and services [\(Kusworo & Damanik, 2002\)](#). The purpose of implementing this community service is to know the development of tourist villages through analysis of supporting factors and inhibiting tourist villages and the implementation of seven charm.



**Figure 1.** Lapoili beach tourism conditions

## **2. Methods**

### **2.1 Analysis and Timing of implementation**

Qualitative descriptive analysis is used to describe a phenomenon and then associate it with another phenomenon through interpretation to be described in qualities that are close to reality [Muhadjir \(2003\)](#). Community service in wawoangi village is carried out in the form of socialization to the community regarding tourism village development strategies, charm sapta and tourist villages. Socialization was held in September until November 2021 with the number of activity participants as many as 40 people. But previously observations were made by discussing in depth with the head of wawoangi village and bumdes manager about the management of tourist villages in wawoangi village.

### **2.2 Methods of devotion used**

The methods carried out, namely lectures and participatory approaches, namely focused group discussions (FGD): 1. The lecture method is carried out by providing exposure to materials to provide knowledge about sapta charm, and tourist villages, so that the public understands the scope of the material clearly [Sanjaya \(2006\)](#). 2. Participatory methods aim to provide an opportunity for participants to actively ask and answer questions, so that the material delivered is more quickly absorbed [Mikkelsen \(2003\)](#). Focus Group Discussion (FGD) is currently very popular and widely used as a method of data analysis in social studies. According to [Irwanto \(1998\)](#) define focus group discussion (FGD) as the process of gathering information about a particular problem that is very specific through group discussion.

To establish a strategy for the development of tourist villages, an analysis of supporting factors and inhibitions of wawoangi tourist villages is carried out.

## **3. Results and dicussion**

### **3.1 General Information on the Potential of Wawoangi Village**

There are three tourism potentials of Wawoangi village, namely: Lapoli beach, Old Mosque, and Wawoangi Blue River Peak.

Lapoili beach formerly, this beach is just an ordinary bathing place that is often visited by villagers. Not getting a special name or nickname, villagers even use this location as a place to moor a boat after a day of going to sea around Sampolawa Buton South Bay. However, since 2018, the village began to change the region. Initially, there was an entrance into the location. Then, slowly built a ring bridge of about 300 meters more. Bridge material, from wood that is resistant to sea water. Skeletal materials and frames, taken from the still dense forest around the village. When observed from a height, the

design resembles a giant wheel. There are several swimming and snorkeling spots under the bridge. Visitors aged adults and children can feel the blue of lapoili sea water. This swimming spot, some are more than one meter deep, up to nearly 3 meters deep. Lapoili Ring Bridge Tourism by Wawoangi Village, South Buton Regency, won third place for the Best Creative Destination category in the 2021 Indonesian Charm Award (API) at Bumi Serasan Sekate Musi Banyuasin Regency, South Sumatra on November 30, 2021. API Award is a series of annual activities held in an effort to arouse public appreciation for the world of Indonesian tourism ([Dinas Pariwisata dan Ekonomi Kreatif Kabupaten Buton Selatan, 2020](#)).

Old Mosque, In Wawoangi Village there is a unique mosque whose walls are made of small bamboo sticks. This mosque is the oldest mosque on the island of Buton which was built in the mid-15th century, namely in 1527 ago by the first Islamic spreader in the Kingdom of Buton, Sheikh Abdul Wahid. The mosque named Wawoangi is in accordance with the name of the local village, its location is strategically located at the top of the hill between the South Buton Mountains, the distance taken from Wawoangi Village to the mosque is about 2 km. From this Wawoangi Mosque can be seen the waters of the Banda Sea as far as the eye can see. It is said that this mosque was built by Sheikh Abdul Wahid. after seeing the light at the top of Wawoangi Village. This mosque has its own uniqueness compared to other mosques. The uniqueness of this mosque is that until now all buildings are made of wood. The walls of this mosque are made of small straight bamboos with a standing position and not tight. One by one bamboo sticks are tied using ijuk and how to tie them is not just anyone to stand firmly. While the roof is made of thin teak wood and there is no dome or minaret next to the mosque. Although it has undergone bamboo changes, the authenticity of architecture and building materials continues to be maintained by the successors of the mosque caretakers. Despite this, wawoangi's old mosque remains firmly standing and has never been restored since it was built hundreds of years ago. In addition to the mosque building is still neatly stored friday sermon documents and prayers are hundreds of years old in bamboo sticks. "The Arabic document was written directly by Sheikh Abdul Wahid, a cleric from Johor Malaysia," said La Ode Sitirimah, a culturalist and caretaker of the mosque ([Dinas Pariwisata dan Ekonomi Kreatif Kabupaten Buton Selatan, 2020](#))

Kali Biru Wawoangi Peak is one of the tourist destinations worth visiting. This is because the scenery is very refreshing to the eyes. This tourist destination is approximately 50 km and takes approximately two hours if riding a motorcycle from the center of Baubau City. This tourist destination is located in Wawoangi Village, Sampolawa District, South Buton Regency. To reach the Peak of Kali Biru Wawoangi can be traveled approximately half an hour on foot. But there is no need to worry because along the way we will be presented with such a beautiful scenery that can remove fatigue. Its location at a height makes us able to immediately see the blue seascape and very cool air that can provide comfort and a very stunning natural scenery that spoils the eyes ([Kementrian Pariwisata & Ekonomi Kreatif, 2012](#)).



**Figure 2.** Three Potentials of Wawoangi Tourism Village

### 3.2 Implementation of Community Service

Community service is carried out in the village hall wawoangi South Buton regency. Community service in the form of socialization of the development of tourist villages, sapta pesona and tourist villages attended by 40 participants, consisting of BUMDES managers, cadet corals, and wawoangi village communities.

Seven Charm material reviews seven elements in seven charm [Arevin \(2007\)](#) and the observation results of wawoangi tourist village include: a) Safe. An atmosphere that makes tourists feel happy, fearless, peaceful, and comfortable. In terms of security, wawoangi tourist village can be said to be quite safe, although only beach tourism has security guards. So that it becomes an input for the manager of the tourist village so that religious tourism in the old mosque and the blue kali peak needs to also be prepared security post. b) Orderly. Environmental conditions that reflect discipline and quality of service, thus providing comfort and certainty in traveling. Order in the wawoangi village tourist area has not been very orderly, both in terms of garbage, parking lots and also merchant stalls that have not been neatly arranged. Access to beach tourist sites is a bit difficult because only partly paving, while access to old mosques and the top of the blue times the road directions have faded, making it difficult for tourists. c) Clean. The cleanliness of the tourist area is quite clean, because the manager has provided a trash can for visitors who come and has installed a poster containing an appeal to visitors not to throw litter. What needs to be considered more by the manager is the cleanliness of the toilet. d) Cool. Cool and shady destinations provide a feeling of comfort and comfort for visitors to tourist destinations. For beach tourism the manager makes a resting place at several points on the linkar bridge. As for the tomb complex and the blue kali peaks are in the forest so it has cool and fresh air because of the many trees that grow around it. e) Beautiful. Every week the manager, residents and swords around the tour do filial work, to maintain the beauty of vegetation and ornamental plants as elements of environmental estika that are natural even though not yet maximal. f) Friendly. In managing tourism law, the management has used friendly and polite language, they enthusiastically provide information and explanations about the history of the tourist village with smiles and hospitality without expecting anything for the services that have been given. g) Memories. The management tries their best to meet the facilities and infrastructure for visitors such as special children's playgrounds, prayers, water rides etc., so that there are separate memories for visitors to later be able to return to visit the tourist area.

In an effort to implement the elements of seven charm to run effectively and efficiently, the manager must pay attention to supporting factors that can be used to improve quality, while inhibitory factors can be used to evaluate themselves.

Supporting factors are: There is a unique tradition to attract tourists, It is in great demand by the public at large, It can improve people's welfare through economic activities, Potential natural attractions tang diverse.

Inhibiting factors are: Some road access is less feasible, weak cooperation between tourism actors, there is no regulation from the village on tourism management, promotion is not optimal, there is no availability of managed and community-owned accommodation, there is no availability of souvenirs typical of wawoangi village, there is no restaurant or restaurant.

From the supporting factors and inhibitors, a strategy for the development of wawoangi village tourism village can be made based on the results of the analysis: a) Develop a variety of rural tourism products based on the uniqueness of the village's potential. b) Creating a brand image of wawoangi tourism destinations. c) Improve the marketing strategy of rural tourism products. d) Strengthening the entrepreneurial spirit of the village community in the field of tourism. e) Creating smooth accessibility towards tourist attractions. f) Establishing institutional governance. g) Creating a beautiful environment around the tourist attraction. h) Improving hr competence in the field of tourism. i) Raising public awareness of seven charm.

The results of training and analysis of supporting factors and inhibitors are a reference for village devices and village communities in general in the development of tourist villages. From the results of the discussion is known, there are still many people who do not understand the benefits and existence of tourist villages and the application of seven charm. The implementation of the training, able to open public awareness to the importance of managing tourist villages to improve the economy of the community, as well as fostering the desire of the community to be directly involved in the development of tourist villages.

#### 4. Conclusions

In general, wawoangi village has prospective tourism potential to be developed into a superior tourist village. There are several alternatives that can be applied in development related to human resource aspects, marketing, institutional aspects. The recommended development strategies are: 1) Improving human resources competence in the field of tourism; 2) Increasing public awareness of charm; 3) Developing a variety of rural tourism products based on the uniqueness of village potential; 4) Creating a brand image of wawoangi tourism destinations; 5) Improve the marketing strategy of rural tourist products; 6) Strengthening the entrepreneurial spirit of rural communities in the field of tourism; 7) Creating smooth accessibility towards tourist attractions; 8) Establish institutional governance. Socialization about *sapta pesona* and tourist villages provides additional knowledge and increases public awareness to be involved in the sustainable management of tourist villages.

#### 5. Acknowledgment

The service team conveyed the award to CEL who had facilitated the conference, the South Buton district government, the Head of wawoangi village, the manager of BUMDES, the community leaders of wawoangi village, the tourism office and the creative economy of southern Buton.

#### 6. Authors Note

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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