



Contents lists available at openscie.com

Indonesian Journal of Community Services Cel

Journal homepage: <https://ijcomcel.org>



Training of Tegal Bungur Village Apparatus, South Lampung, in Preparing Local Culture-Based Tourism Villages

Rinaldi Bursan¹, Mudji Rachmat Ramelan¹

¹ Faculty of Economics and Business, University of Lampung, Indonesia

*Correspondence E-mail: rbursan@gmail.com

ARTICLE INFO

Article History:

Received 21 November 2024

Revised 20 December 2024

Accepted 21 December 2024

Published 23 December 2024

Keywords:

7D concept,

Tegal Bungur Village,

Tourism village,

Village apparatus capacity.

ABSTRACT

This community service was carried out in Tegal Bungur Village, South Lampung Regency, with the main objective of increasing the village officers' understanding of the concept of local culture-based tourism and equipping them with tourism management skills. This activity applies the 7D approach method (Discover, Define, Design, Develop, Deliver, Deploy, Document), which took place in September 2024. This training was attended by 30 participants covering various elements of the Tegal Bungur Village community, consisting of five village officials, three administrators of Village-Owned Enterprises (BUMDes), 15 young men and women members of Karang Taruna, five housewives, and two religious figures. The community empowerment process includes three main stages: initial survey, program implementation, and evaluation of results. The results of this activity showed a significant increase in the knowledge (25%), skills (25%), and attitudes (35%) of training participants, consisting of village officials who aim to develop tourist villages. This capacity increase is reflected in the ability of participants to prepare strategic work plans, including the formation of Tourism Awareness Groups (Pokdarwis) as the main driving force for tourism activities in the village. In addition, several innovations have begun to be designed, such as holding an annual cultural festival and developing a local family-based homestay program. To ensure the sustainability of this program, collaborative support is needed from all elements of society, including the younger generation and local business actors. This support is expected to create a sustainable tourist village and provide a positive economic impact for all villagers.

1. Introduction

Tegal Bungur Village, South Lampung Regency, has a population of around 3,500 people, most of whom work as farmers, artisans, and small business actors. This village consists of five hamlets with

educational facilities up to junior high school level and a number of places of worship that function as centers of social activities. Local cultural richness includes traditional arts such as Lampung dance, tapis crafts, and harvest ritual traditions still preserved by the community. In addition, this village has natural beauty in the form of expanses of rice fields and gardens that have the potential to become tourist attractions. However, this potential has not been fully utilized due to village officers' limited understanding and skills in designing strategies for managing tourist villages.

Tourism villages are a tourism development approach that includes attractions, accommodation, transportation, institutions, and infrastructure that are integrated with the local community and the physical aspects of the village (Nurdiyansah, 2019). According to Yasir (2021), developing tourist destinations has an important role in preserving local cultural heritage and the environment. Tourism villages can also be a mainstay of the region to drive the rural economy (Listyorini, 2022). Widyastuti and Nurhayati (2019) emphasized that developing tourism villages requires support from various parties to increase economic value as an additional source of income for the community. One of the initial steps in developing tourism villages is identifying existing tourism potential and human resources (Romadhan & Pradana, 2023).

Community awareness in managing tourist villages has been proven to improve the quality of life by creating opportunities for new activities and businesses (Kartika *et al.*, 2019). In this context, the 7D concept developed by Dharmathoran (2009) is a strategic approach that includes the stages of Discover, Define, Design, Develop, Deliver, Deploy, and Document. This stage aims to identify community potential, formulate a shared vision, and prepare and implement targeted and sustainable development programs. The documentation stage functions as material for community evaluation and reflection to improve strategies in the future. However, this concept has not been systematically implemented in Tegal Bungur Village. Rahmawati *et al.* (2022) emphasized that providing initial training for local communities regarding the concept of tourist villages and their management is an essential community empowerment step in realizing the development of tourist villages.

Village officers have a central role as facilitators and main bridges in accelerating village development, including developing tourist villages (Sholihah & Saadatirrohmi, 2022). Increasing the capacity of village officials can be done through training that aims to build an understanding of the concept of local culture-based tourism by involving the community as the main actor. This training provides knowledge to village officials regarding mapping cultural potential, preparing strategic plans, and utilizing digital technology for promotion. In addition, community empowerment in managing tourist villages emphasizes the importance of preserving culture so that tourism potential remains sustainable.

Community service activities designed to improve village officers' understanding of local culture-based tourism, provide tourism management skills, and encourage collaboration between village governments, communities, and local business actors are very relevant to implement. This is expected to maximize Tegal Bungur Village's potential as a competitive and sustainable tourist village.

2. Methods

The training was attended by 30 participants covering various elements of the Tegal Bungur Village community, consisting of five village officers, three administrators of Village-Owned Enterprises (BUMDes), 15 young men and women members of Karang Taruna, five housewives, and two religious figures. The composition of the participants was designed to create inclusive involvement, with the roles of each group complementing each other. Village officials focus on administrative management and strategic planning, and BUMDes administrators are tasked with strengthening local economic capacity. At the same time, Karang Taruna is a motor of innovation for the younger generation. Mothers' involvement supports creative economy-based activities, while religious figures maintain

social harmony and cultural values. With this approach, the training is expected to increase collective capacity in the sustainable development of local culture-based tourism villages.

Community service activities in Tegal Bungur Village, South Lampung, were carried out in September 2024 using the 7D approach (Discover, Define, Design, Develop, Deliver, Deploy, Document). According to [Gautama et al. \(2020\)](#), the 7D approach can increase the level of community knowledge related to tourism villages because the community participates in the development of tourism villages. The targets of community service activities are the Community and the Village Apparatus of Tegal Bungur.

The implementation of community service is carried out through several stages. The first stage is a direct survey of village officers to determine the type and location of community empowerment to be carried out. The second stage includes training activities by providing materials and direct practice. The materials provided include 1) The Concept of Local Culture-Based Tourism Villages, 2) Cultural Preservation and Documentation, 3) Digital Marketing and Social Media Management, and 4) Tourism Agenda Preparation Strategy. The training provided also includes a simulation of preparing a work plan and a case study of a successful tourism village as a reference. Direct practice is carried out by utilizing digital media. The third stage is an evaluation using pre-test and post-test instruments to measure the level of community knowledge of the training materials provided and to measure community understanding regarding the development of tourism villages. The data obtained through the pre-test and post-test are primary quantitative data processed and presented in graphs to compare participants' knowledge before and after the training.

3. Results and Discussion

The potential Tegal Bungur Village has a great opportunity to develop into a successful local culture-based tourism village. Long-term success requires ongoing support from the local government and the private sector. The involvement of all elements of society, including the younger generation and local business actors, is the main key to realizing a sustainable tourism village and providing a positive economic impact for all villagers.

Figure 1 shows a graphical representation that summarizes the development of cultural tourism in Tegal Bungur Village. This graph includes demographic data, cultural assets, natural attractions, training impacts, and future plans for a local culture-based tourism village.



Figure 1. Graphic representation of the summary of the development of cultural tourism in Tegal Bungur Village.

Community service begins with a direct survey of the village apparatus to determine the type and location of community empowerment. Community service activities aim to increase community participation in the development of tourist villages. According to [Setiawan \(2016\)](#), community participation is important because the community understands the conditions in the field and realizes an independent attitude as the main actor.

At the implementation stage, the community service team delivered several materials supporting tourist village development. The training provided to village officials aims to improve participants' abilities in using digital technology, such as social media, websites, and other online promotional platforms. Village officers are taught how to create interesting content relevant to local culture, such as video documentation of traditional arts or photos of the village's natural beauty. Participants also learn to use digital marketing strategies, such as professional management of social media accounts, creating online advertising campaigns, and interacting directly with tourists through the comments or message features. The skills provided by the community service team are useful for village officials in packaging the local cultural potential of Tegal Bungur Village into an interesting narrative to be promoted to domestic and foreign tourists. [Safitri et al. \(2020\)](#) stated that innovation is needed to increase the potential of tourist areas and impact their marketing. Providing material on online platforms is one form of innovation carried out by the community service team to market Tegal Bungur Tourism Village, South Lampung.



Figure 2. Implementation of training for the community and village officer

Participants began implementing the learning outcomes by forming Pokdarwis and preparing agendas such as cultural festivals. Community empowerment activities fostered social values and openness between communities due to ongoing interactions and fairly routine meeting intensity. Problems in the community could not be controlled, along with the many interactions and intensity carried out.

The effort to develop a tourism village in Tegal Bungur Village with a community empowerment model through the 7D approach seeks to provide an appreciation for the community's potential and achievements, values that develop in the community, increased public awareness of the availability of resources owned, and analysis of problems in the development of tourism villages ([Dhamotharan, 2009](#)). Each stage aims to ensure that the training not only includes theory but also practical implementation that directly impacts the development of Tegal Bungur Tourism Village.

During the training, training results were documented, including the strategic plan prepared, training materials, and participant feedback. This documentation is a reference for evaluating and improving future training programs. In addition, activity reports are prepared to be presented to stakeholders, such as local governments and development partners. After the training, the evaluation stage is carried out using pre-test and post-test instruments.

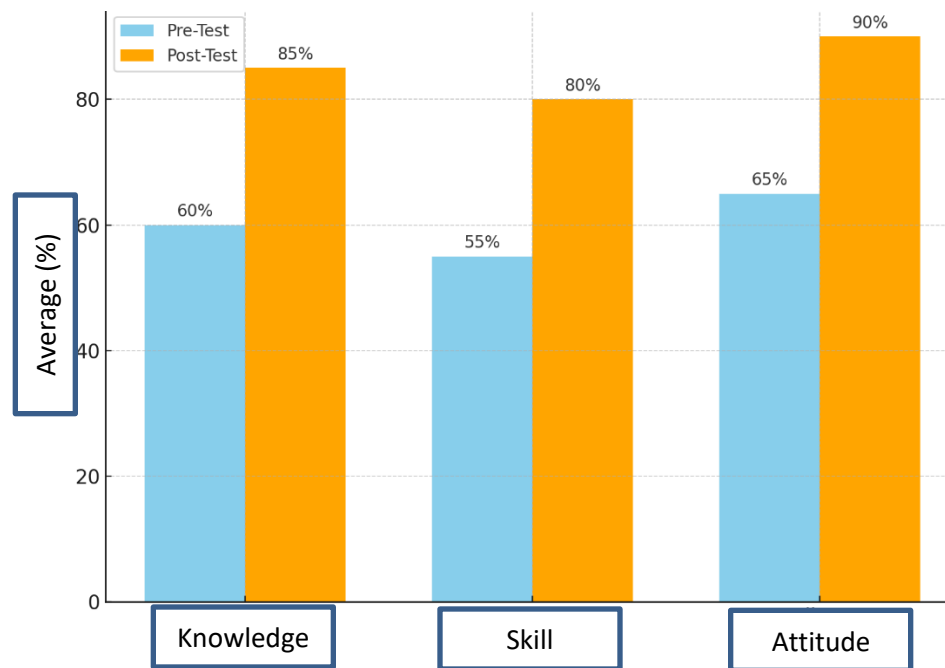


Figure 3. Results of the comparison of the level of change in knowledge, skills and attitude of participants through pre-test and post-test..

The pre-test results (Figure 3) show the average initial score in the knowledge aspect (60%), skills (55%), and attitudes (65%). The percentages obtained reflect that village officials did not fully understand the concepts, strategies, and practices relevant to developing local culture-based tourism villages before the training. The low knowledge score indicates that participants' understanding of local cultural potential, sustainable tourism governance, and digital promotion strategies is still limited. This deficiency can hinder efforts to manage optimal tourism villages because strategic decision-making often requires in-depth knowledge of local resources and tourism trends. [Widiastuti & Nurhayati \(2019\)](#) stated that anticipation of inhibiting factors in developing tourism villages is needed to develop a village into a tourism village.

Regarding skills, the value changed from 55% to 80%, indicating a gap in the technical skills needed to run a tourism village program before the training was implemented. The village's opportunities to attract tourists and improve the local economy are limited without adequate skills.

In the attitude assessment, there was a change in the original value of 65% to 90%, which indicates the potential for commitment and enthusiasm from village officials. However, it still needs to be improved. A positive attitude is very important in developing a local culture-based tourism village because its success depends on the dedication of village officials to involving the community and preserving local cultural values. The pre-test results on the attitude aspect showed that motivation and sense of ownership of the tourism village program were not fully maximized. If not improved, this could affect the program's sustainability because village officials need to be proactive in overcoming challenges during development. Comprehensive training is very important to bridge this gap and prepare village officials to be more ready to lead the transformation of a local culture-based tourism village.

The post-test results showed significant improvements in all three aspects after the training, with an average knowledge score increasing from 60% to 85%, skills from 55% to 80%, and attitudes from 65% to 90%. This increase reflects the success of the training in strengthening the capacity of Tegal

Bungur Village officials to manage the potential of local culture-based tourism villages. The increased knowledge of participants indicates that village officials now better understand the importance of preserving local culture, digital marketing strategies, and sustainable tourism planning. Increased skills indicate that participants have better technical abilities, such as creating promotional content, organizing cultural events, and establishing partnerships with external parties. Meanwhile, the increase in attitude to 90% reflects greater enthusiasm and high commitment to leading village transformation.

Skills enhancement enables village officials to utilize digital technology to promote the village's uniqueness. Tegal Bungur Village has relatively good access to the main transportation routes in South Lampung; an effective promotion strategy can attract tourists from various regions. This not only strengthens the village's position as a tourist destination but also provides a significant economic impact on the local community. The evaluation results show that the training has proven to bridge the gap in village official competency, strengthen the competitiveness of tourist villages, and support the vision of sustainable development based on local culture.

The training results showed an increase in the capacity of village officials. The participants compiled a work plan to form a Tourism Awareness Group (Pokdarwis) as the main driver of tourism activities. In addition, several innovations have also begun to be designed, such as the annual cultural festival agenda and a local family-based homestay program. Village officials have also begun to utilize social media to promote the village's potential, which is expected to attract local and out-of-town tourists. Tegal Bungur Village has a great opportunity to develop into a successful local culture-based tourism village supported by existing potential and positive training results. Long-term success requires ongoing support from the local government and the private sector. The involvement of all elements of society, including the younger generation and local business actors, is the main key to realizing a sustainable tourism village and providing a positive economic impact for all village residents.

4. Conclusions

Based on community empowerment activities carried out in Tegal Bungur Village with stages of survey, implementation to evaluation, it is known that there was an increase in knowledge and skills by 25% and also the attitude of training participants by 35%, which was followed by village officer to develop tourist villages. The training results showed an increase in the capacity of village officials as indicated by participants' success in preparing a work plan to form a Tourism Awareness Group (Pokdarwis) as the main driver of tourism activities. Several innovations have also begun to be designed, such as the annual cultural festival agenda and a local family-based homestay program.

5. References

- Dhamotharan, M. (2009). Handbook on integrated community development: Seven D approach to community capacity development. Tokyo: Asian Productivity Organization.
- Gautama, B. P., Yuliawati, A. K., Nurhayati, N. S., Fitriyani, E., & Pratiwi, I. I. (2020). Pengembangan desa wisata melalui pendekatan pemberdayaan masyarakat. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 1(4), 355-369.
- Kartika, T., Afriza, L., & Fajri, K. (2019). Pemberdayaan Masyarakat Di Desa Wisata Cibuntu Kabupaten Kuningan Provinsi Jawa Barat. *Journal of Indonesian Tourism, Hospitality and Recreation*, 2(1), 11-24.
- Listyorini, H., Aryaningtyas, A. T., Wuntu, G., & Aprilliyani, R. (2022). Merintis desa wisata, menguatkan kerjasama badan usaha milik desa dan kelompok sadar wisata. *KACANEGARA Jurnal Pengabdian Pada Masyarakat*, 5(1), 67-74.
- Nurdiyansah. (2014). Peluang dan Tantangan Pariwisata Indonesia. Bandung: Alfabeta
- Rahmawati, D., Handayani, R. D., & Rahmayani, R. (2022). Pemberdayaan Masyarakat Dalam

- Pengembangan Potensi Desa Wisata di Desa Wargaluyu Kecamatan Arjasari Kabupaten Bandung. *Jurnal Sosial & Abdimas* 4(2), 74-82. <https://doi.org/10.51977/jsa.v4i2.832>
- Romadhan, M. I., & Pradana, B. C. S. A. (2023). Komunikasi Pariwisata dalam Pengembangan Destinasi Wisata Kampung Adat Segunung Berbasis Pemberdayaan Masyarakat. *Jurnal Communio: Jurnal Jurusan Ilmu Komunikasi*, 12(2), 222-234.
- Safitri, I., Ramdan, A. M., & Sunarya, E. (2020). Peran Produk Wisata dan Citra Destinasi terhadap Keputusan Berkunjung Wisatawan. *Jurnal Ilmu Manajemen*, 8(3), 734. <https://doi.org/10.26740/jim.v8n3.p734-741>
- Setiawan, R. I. (2016). Pengembangan sumber daya manusia di bidang pariwisata: perspektif potensi wisata daerah berkembang. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 1(1), 23-35.
- Sholihah, M. A., & Saadatirrohmi, S. A. (2022). The Role of Village Government in the Development of Tourism Villages in Tempos Village, Gerung District, West Lombok Regency. *Jurnal Pariwisata Nusantara (JUWITA)*, 1(3), 256-263.
- Widiastuti, A., & Nurhayati, A. S. (2019). Faktor-Faktor yang Mempengaruhi Pengembangan Desa Wisata Nganggring Sleman. *Jurnal Ilmiah WUNY*, 1(1).
- Yasir. (2021). Komunikasi Pariwisata Dalam Pengembangan Destinasi Wisata Di Kecamatan Kuok Kabupaten Kampar. *Jurnal Kajian Komunikasi*, 9(1), 108–120.