



TOURISM DEVELOPMENT IN PANEMBANGAN VILLAGE: COMMERCIALIZATION OF SMART FISHERIES VILLAGE (SFV) INTO A SMART VILLAGE THAT IS WORTH SELLING

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Abstract. The purpose of this community development initiative is to improve the people's economic well-being through the use of sustainable management techniques and information and communication technologies. The project's main pillars are cultural preservation, community empowerment, environmental sustainability, and regional economic growth. It embodies a comprehensive approach. Panembangan Village has been chosen as the pilot site for the SMART Fisheries Village (SFV) program as part of this community development program, demonstrating the initiative's community-focused approach. The all-encompassing plan calls for activities to unite various tourist industry participants, establish tourist Awareness Groups (POKDARWIS), educate community members about tourism, create travel packages, and distribute pamphlets and other educational materials. These programs are a part of a bigger plan that promotes sustainable behaviours, expands economic opportunities, and protects the village's environmental and cultural resources. This community development project's ultimate objective is to enable Panembangan Village to become a prosperous and long-lasting tourism attraction. It emphasizes how crucial it is to build frameworks for sustainable tourist management, improve skills, and engage the community. The initiative's designation as a community development program draws attention to how cooperative and participatory it is, demonstrating a dedication to promoting long-term beneficial effects on the livelihoods and general well-being of the Panembangan community..

Keywords: awareness group, community development initiative, panembangan village, tourism development, sustainable, smart fisheries village

1. Introduction

In Indonesia, the tourism sector is a vital business that drives economic expansion. Data from CNN Indonesia [1] indicates that in 2018, the tourism sector contributed 5.25 percent of the nation's GDP. With up to 12.7 million people working in various capacities within the tourism industry, this sector makes a substantial contribution to employment[2]. Remarkably, the industry brought in IDR 229.5 trillion in foreign exchange profits a year, a significant rise of 15.4%. This economic activity represents around 10% of all Indonesian workers, highlighting the industry's widespread influence on the labor force of the country [3].

Panembangan Village is a village in the province of Central Java, situated in the Cilongok District of Banyumas Regency. This village spans 257,675 hectares in total, of which 49,534 ha are residential areas, 97,661 ha are rice fields, 48 ha are plantations, 49,514 ha are yards, 1 ha are parks, 0.045 ha are offices, and 257,675 ha are other public infrastructure areas. There are roughly 5183 people living in this community, with 2631 men and 2552 women.



Panembangan is a highland area, so the water flow is ample and the air is cold because the water originates from the Prukut River and the nearby Cipendok Waterfall. Residents use the water coming from Cipendok Waterfall for fishing and toilets in their homes. Because there is easy access to running water, the majority of people in Panembangan Village raise fish around their homes, either for sale or for personal consumption. Fish like tilapia, catfish, and other edible fish are kept by many locals. Rice fields receive the Prukut River's water flow.

The majority of people living in Panembangan Village make their living from the agriculture and fishing industries. Panembangan Village has 132 hectares of rice fields and 30 hectares of fishery land (25 ha of rice cultivation and 5 ha of pond cultivation). In Panembangan village, fish producers utilize ponds totaling 514 units in addition to rice fields. One of the top organizations in Panembangan Village that produces high-quality fish, specifically decorative and edible fish, is the Fish Cultivator Group (Pokdakan). Panembangan Village has five pokdakan: Mina Mandiri, Ulam Sari, Talang Mas, Randualas, and Langgas. Catfish, tilapia, pomfret, gourami, and koi are among the fish raised by the five pokdakan that share similar products. In addition, five pokdakan—Kridosono, Mina Prayadita, Mina Irbi, Sukan Makmur, and Mina Sayudanhave the Mina Padi kind of company.

In addition to the fish cultivators (Pokdakan), Panembangan Village is home to three groups of fish processors and marketers (Poklahsar), whose job it is to process and sell the processed fish products (like shredded catfish, tilapia sauce, baby fish chips, catfish skin crackers, and tilapia serundeng), as well as Pepes, Rempeyek, and Serundeng Tilapia. Bunda Madani, Berkah Momji, and Umami Mandiri are the Poklahsar in Panembangan Village. In addition to the five Pokdakan and three Poklahsar, the village of Panembangan is home to the Tubin Tourism Business Group, the Ornamental Fish Group, the Fish Cooperative, the Fish Market Group, BUMDES, and the BSF Maggot Cultivation Group. Panembangan Village thus has sixteen business groups.

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The SMART Fisheries Village (SFV) program, which is a fisheries village development concept based on the application of communication information technology and sustainable appropriate management to improve the economy of village communities, was created in 2022 by the Maritime and Fisheries Research and Human Resources Agency (BRSDM-KP). The only village involved in this village-based initiative is Panembangan Village, which serves as the pilot project. In addition to being used for business incubation to establish startups in the fishing industry, the SFV idea is also employed as a tool for human resource development, including education, training, and counseling.

The Panembangan Village Government has been working with many stakeholders to accomplish the SFV by 2022. A loan of IDR 45 million was given by Bank Negara Indonesia to construct Gapura Svarga Minapadi. BRSDM-KP contributed IDR 78 million to support the construction of MSME outlets, observation decks, and photo ops. Through its corporate social responsibility initiative, Bank Indonesia contributed IDR 435 million toward the building of a fish market, while the Fisheries Training and Extension Center (BP3 Tegal) contributed IDR

100 million toward the development of a Fisheries Extension demonstration plot. Figure 1 shows the various physical developments that have been made in the Panembangan Village SFV area.



Figure 1. Tourist objects from Agro Edu Cultural Tourism (AECT) Panembangan Village

Agro Edu Cultural Tourism (AECT) is the foundation of the master plan for Panembangan Village's tourism development, which was created by the village government in 2022. The AECT concept was chosen because the planned tourism will combine river tubing, Minapadi, and cultural tourism in Pangembangan Village. The sustainable development of the environment, community empowerment, cultural preservation, and the enhancement of the local economy are all factors in this tourism development. Figure 2 show the location of Panembangan Village.



Figure 2. Location of Panembangan Village

2. Implementation Methods

This project is implemented in a phased manner, well thought out, and designed to tackle the obstacles that come with developing tourism in Panembangan Village. The first phase began with a thorough survey of all tourist stakeholders, which was carefully overseen by a cooperative team consisting of partners and students. This stage included coordination meetings, in-depth analysis, and the creation of management models with the goal of facilitating the smooth integration of tourism management initiatives.



The second phase of the process then focuses on creating a Tourism Awareness Group (Pokdarwis), which is intended to be the primary catalyst for the village's tourism growth. As part of the community development initiative, the team and students conducted a poll to find possible Pokdarwis members and provided the appropriate direction.

As we proceeded to the third phase, Pokdarwis members received specific training sessions to guarantee they gained the necessary information for efficient tourism administration. The team, students, and Pokdarwis continue their collaborative efforts in the fourth and fifth stages, where they define tourist attraction packages, investigate important data and information, and create a Panembangan Village Tourism Booklet that functions as a promotional tool and a thorough information source. To sum up, Panembangan Village's integrated and sustainable tourist development has been the primary objective behind the careful planning of this deliberate and sequential sequence of research stages.

3. Results And Discussion

The community service activity has been carefully crafted to tackle the different issues that Panembangan Village is currently facing in its efforts to become a tourism village. Even though the village is making preparations, there are a number of obstacles to overcome: there is no integrated tourism management; there is no Tourism Awareness Group (Pokdarwis) to lead tourism development; potential Pokdarwis members lack knowledge of managing tourism; there are no established tourist attractions and ticketing systems; there is no comprehensive tourism booklet explaining attractions and ticketing information; and there are no digital applications, like e-marketing, for established tourist attractions and locally produced business products. In response, a number of activities are being planned and executed as part of this community service program to address these concerns.

The creation of integrated tourism management, the organization and training of a Tourism Awareness Group (Pokdarwis), joint efforts to identify tourist attractions and create ticketing schemes, the production of an extensive Panembangan Village Tourism Booklet, and the development of digital applications for e-marketing are all included in these activities. The project's goal is to provide a strong basis for Panembangan Village's sustainable tourism development through these tactical actions, which will help the village become a popular tourist destination in the future.

3.1. Summary of the activities in community development program

The following is a summary of the actions taken by the community development program team to address the difficulties Panembangan Village is facing as it becomes a tourism village.

3.1.1 The establishment of Tourism Pokdarwis

The Decree of the Head of Panembangan Village, Cilongok District, Banyumas Regency, with reference number 16 of 2023, dated July 5, 2023, has legalized the formation of Tourism Pokdarwis in Panembangan Village. Attachment 1 contains all of the information related to this decree. The Pokdarwis's leadership positions are delegated as follows under the decree: Untung Sanyoto, S.P.D., is the protector; Ngadinu, S.P.D., is the advisor; Rianto is the chairperson; Jatmiko is the deputy chairperson; Galuh Prima Sabarina is the secretary; and Tumiyat is the treasurer. The Pokdarwis is further divided into five departments, each led by a committed person: Amri Hana is the chair of the Security and Order Sector; Wariyun and Akhmad Maulus are in charge of the Cleanliness and Beauty Sector; Bagas Agung Prambudi is in charge of the Tourist Attractions and Memories Sector; Septiyaningsih and Khaerul Saleh are in charge of

the Public Relations and Human Resources Development Sector; and Jamia is in charge of the Business Development Sector. The Pokdarwis's organized structure guarantees a methodical and successful approach to the growth of Panembangan Village's tourism industry.



Figure 3. Members of Pokdarwis

The resulting PI normality test results obtained a p-value of more than 0,05 so the analysis was continued using One-way ANOVA. The results of the analysis using Oneway Anova, the PI value between F1 and F2 did not show a significant difference with a p-value of 0,3256 (p-value > 0,05). There is a very significant difference in the PI values for F1 and F3 with a p-value of 0,0031 (p-value < 0,05). The PI value between F2 and F3 has a significant difference with a p-value of 0,0151 (p-value < 0,05). The PI value indicates particle instability caused by the agglomeration process. The agglomeration process is influenced by electrostatic energy in the particles and also the influence of Van der Waals forces. The attractive force between electrons causes the distance between one particle and another to get closer and they combine to form larger particles [21].

3.1.2 Choose the tourist attractions and the prices for each item that will be sold

The attractions for Panembangan Tourism Village were decided upon on July 20, 2023. These attractions highlight the village's natural beauty and cultural diversity by showcasing a wide range of offerings. Experience the breathtaking scenery from above, take part in the thrilling sport of river tubing, learn about Svarga Mina Padi Edutourism, take in the mesmerizing music of Sida Laras Karawitan, be amazed by the variety of ornamental fish, learn about the cultural significance of Mother Madani Poklahsar and Umi Mandiri Poklahsar, savor the sweetness of Klanceng honey, unwind in a steam bath, and discover sustainable agricultural practices through Ecopounding. This carefully chosen assortment highlights the distinctive and colorful features, guaranteeing guests a well-rounded and engrossing experience. The community development program in Panembangan Village encompasses a series of impactful activities aimed at addressing the challenges and fostering sustainable growth.

3.1.3 Svarga Mina Padi

Tucked away on a vast 25-hectare property, Svarga Mina Padi is a monument to the village people of Panembangan (as shown in Figure 4), who worked together to develop a unique

tourist attraction. This well-planned park showcases the complex procedures of tilapia cultivation and rice planting, providing visitors with cultural and educational experiences. A kid-friendly little swimming pool is a great addition to the immersion experience. After engaging in tours and activities, guests can enjoy a variety of culinary treats prepared by locals, giving them a taste of regional specialties. A well-positioned gazebo provides a calm area for individuals to unwind and take in the breathtaking scenery surrounding Svarga Mina Padi. This thoughtfully designed tourism area runs smoothly.



Figure 4. Svarga Mina Padi

3.1.4 Sukan River Tubing

River Tubing is a unique experience that uses recycled car tires to negotiate a 1.5-kilometer irrigation canal while providing an exciting water adventure (see Figure 5). At only IDR 50,000 per person, this reasonably priced water game is an appealing and accessible choice for travelers. Adventurers can enjoy a heart-pounding ride while also taking in the picturesque beauty of the rural landscape, which includes fascinating rice fields. A delicious chicken rice dinner package is included in the affordable Rp 50,000 package, guaranteeing not only a thrilling journey but also a fulfilling gastronomic experience. The package also includes transportation back to the starting site, making it a handy and all-inclusive option for individuals looking for an inexpensive and unforgettable outdoor adventure.



Figure 5. River Tubing Sports Object

3.1.5 Small, Micro And Medium Enterprises

Visitors can explore and interact with a variety of MSME tourism sites in Panembangan Village, particularly those run by the Fisheries Product Processing Group (Poklahsar). This group's mission is to highlight the inventiveness and entrepreneurial spirit of regional small, micro, and medium-sized enterprises (MSMEs) by turning fisheries into a wide variety of goods. Furthermore, the Sidolaras Karawitan Group provides a genuine and fascinating cultural experience for fans of traditional Javanese music. These two unique attractions give guests a complex experience that blends local enterprise with cultural depth, adding to the vibrant tapestry of Panembangan Village's offers.

3.1.6 Sidolaras Karawitan Group

Providing traditional Javanese music, the Sidolaras Karawitan Group (see Figure 6) in Panembangan Village is a cultural group that enhances the local experience. Traditional Javanese classical music, or karawitan, includes a variety of instrumental and vocal performances. The community's rich legacy of Javanese music is probably best preserved and promoted by the Sidolaras Karawitan Group. This ensemble might be made up of gifted singers and musicians with a focus on performing gamelan, siter, rebab, and kendhang, among other traditional Javanese instruments. Javanese music often has a prominent ensemble of percussion instruments called gamelan. These instruments provide a unique and captivating sound that is ingrained in Javanese culture thanks to their melodies and rhythms.



Figure 6. Sidolaras Karawitan Group

3.1.7 Design the tourism booklet

The tourism booklet's creation marked a major turning point for Panembangan Village on August 10, 2023. With its extensive information about all the activities and attractions the community has to offer, this pamphlet is a great resource. The tourism leaflet, which has been painstakingly and precisely crafted, is intended to give guests a well-selected guide so they may maximize their time in Panembangan. The production of this booklet is a deliberate attempt to augment the prominence and availability of the village's tourism attractions, furnishing inhabitants and visitors alike with an all-encompassing and enlightening manual for voyaging through the abundant natural and cultural treasures of Panembangan Village.

3.1.8 Homestay management training

A thorough training session bridging theory and practical aspects of homestay management was held on Saturday, November 25, 2023. As shown in Figure 7, two seasoned resource people guided the session: Slamet Sulistiyono, executive housekeeper of the Java Heritage Hotel Purwokerto, and Rini Endah Pribadi, S.M. Par, general manager of Green Valley Resort Baturraden, Central Java. The goal of the program was to give participants insightful knowledge about practical homestay management theory and practices. Slamet Sulistiyono gave guests practical advice by demonstrating homestay management practices through hands-on instruction during the program. Concurrently, S.M. Par and Rini Endah Pribadi exchanged extensive resources that explored the theoretical underpinnings of homestay administration. These resource people's collaborative knowledge made sure the training was comprehensive and thought-provoking. Attended by ten villagers from Panembangan village, the training session not only served to enhance the participants' knowledge and skills but also fostered a deeper understanding of homestay management within the local context. This impactful session reflects a commitment to community development, providing valuable tools for those involved in the homestay industry in Panembangan Village.



Figure 7. Homestay management training

3.1.9 Tourism and Hospitality Management Training

On Sunday, November 26th 2023, training was held on Sapto Pesona, Community Empowerment and Technical Guiding (as see in Figure 8). This training was given by resource person Tri Agustiningsih, Amd.Par who serves as Head of the DPD Training Bureau of the Indonesian Tourist Guide Association (HPI) Central Java. This training was attended by 40 people consisting of 20 representatives from 10 tourism working groups in Panembangan Village, and 20 people from Karangtaruna, Pokdarwis and Panembangan Village Apparatus elements. Mrs. Evi Nur Chayati, one of the homestay owners who had the opportunity to take part in both trainings, said that the two-day training was very interesting and useful.



Figure 8. Tourism and Hospitality Management training



4. Conclusion

As evidenced by its recent submission of administrative documents to compete in the Archipelago Tourism Village Competition, an initiative organized by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, Panembangan Village is actively preparing for the development of tourism. The committed service team has made it easier to carry out these initiatives. If all goes according to plan, the activities include of creating a thorough tourism booklet, identifying tourist destinations and matching ticketing strategies, and establishing Tourism Pokdarwis.

After administrative files were successfully submitted, institutional framework strengthening and human resource preparation for the tourism industry would take precedence. Focus Group Discussions (FGDs) with the goal of creating integrated tourism governance in Panembangan Village will be used to accomplish this. Even with proactive measures, problems still arise, especially when it comes to bringing disparate viewpoints together and setting up meetings that work for all parties involved. Budpar Dinpora of Banyumas Regency has been closely observing the expected success of the Archipelago Tourism Village Competition. In order to overcome obstacles and promote cooperation, Budpar Dinpora and the Unsoed PKM Team work closely together on Panembangan's development. The culmination of these endeavors is anticipated to be showcased via articles in the LPPM Unsoed international conference proceedings, an essential measure in actualizing Panembangan Village's potential as an educational tourist hub. The program's focus on creating a range of tourism amenities and improving the abilities and expertise of tourism personnel in business management is in line with Panembangan Village's bright future for educational tourism.

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