

Developing a Tourism Village with Pancamain: Playground Based on Traditional Toys and Pancasila Values

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Abstract. Tourist villages are one aspect of the tourism context that is a strong attraction for tourists. For this reason, Indonesia is home to many tourist villages which are of great interest to tourists from within and outside the country. To strengthen and provide many choices for tourists, as well as helping tourist villages that were affected by the pandemic, the team decided to develop a tourist village located in Subang Regency. Development is carried out by providing diversification training for managers. The method used is to provide gradual training and socialize new rides, namely Pancamain: rides based on traditional toys and Pancasila values. The training is divided into three activities, namely diversification training, management skills training, and marketing training. This activity is in partnership with a local youth group, namely the Bolang Ranca Group (Kobra) as the manager of the tourist village in the area. This activity produces new skills and mindsets for partners to be able to develop local tourist villages using Pancamain.

Keywords: Tourism Village; Pancamain; Diversification

1 Introduction

Tourist villages have potential in the Indonesian tourism sector. There are many tourist villages in Indonesia today. The tourism potential is varied, there is potential for water tourism, beaches, mountains, plantations, rice fields, and so on. Abundant natural resources make this country rich in natural tourism which is quite an attraction for local and foreign tourists [1].

However, behind all this potential, tourist villages in Indonesia are currently experiencing challenges. Generally this is related to the impact of the pandemic several years ago. There are still several tourist villages that have not been able to recover from the pandemic. Not only in Indonesia, the pandemic also has an impact on tourism in the world [2]. This impact can be felt especially from the number of visits to the tourist village. This of course has a direct impact on the surrounding community, because many members of the tourist village community depend on tourism activities for their livelihoods [3].

During the pandemic, the government issued PP Number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB), which means that outdoor activities are significantly restricted [4]. These restrictions resulted in a decrease in tourist visits reaching 88.25% in October 2020 based on data from the Ministry of Tourism and Creative Economy in 2020 [5].

So it can be concluded how big the impact of the pandemic is on the tourism industry, especially tourist villages.



Figure 1. One of the tourist village locations in Indonesia, Cibuluh Tourism Village
(source: jadesta.kememparekraf.go.id)

Since the pandemic, many efforts have been made to revive tourist villages. This effort is carried out by both the management and various related parties. This is the same as what the team did in Community Service with the title Implementation of Pancamain as Diversification of Tourism Village Vehicles in Kampung Bolang, Subang Regency. This activity aims to provide technical support to the tourist village by collaborating with the local youth community.

Overall, development activities were carried out in three stages. The first is diversification training. This training was carried out to open the insight of local managers/youth in developing tourist villages. If initially tourist villages were only locations that offered a comfortable place and provided a different atmosphere compared to urban areas, now tourist villages offer rides that can give tourists a nostalgic and educational experience.

The next training is about tourist management skills. Tourist management is not something that can be taken lightly. The reason is, managing tourists directly is providing services that are directly related to visitor comfort. If visitors feel comfortable when traveling, news related to the good name of the tourist village will also spread well. This will have a direct effect on the number of visitors.

The last training is about marketing. Many tourist villages basically offer extraordinary tourist experiences but are not accompanied by good marketing. This is because managers' understanding of marketing, especially marketing on social media, still requires training. An example is related to the use of social media as the main media in marketing. Procedures for creating feeds and other things on social media are the main material in this marketing training.

In general, this activity is one way and effort to continue developing tourist villages. This is done to make the tourist village remain relevant to the times and keep up with developments. It is also hoped that this activity can be an example and inspiration for similar activities that will continue to develop tourist villages.

2 Method

This article is a discussion of data obtained through PKM activities. Therefore, the data from this article is the result of observations and narratives of people involved in these activities.

In other words, the method of this paper uses a qualitative approach, where the data obtained is data that will be triangulated. Meanwhile, the method of this activity is training and workshops for local managers/youth in managing tourist villages.

The location of this activity is in Subang Regency, more precisely in Cibuluh Village, Tanjungsia District. This location was chosen based on initial observations made based on problems in tourist villages due to the impact of the pandemic. This tourist village is facing problems related to the drastic decline in tourists visiting this tourist village. What's worse, until now the number of tourist visits to this tourist village is approaching zero

3 Result

Before carrying out the training, the team carried out outreach regarding the PKM program to the surrounding community. The aim of socialization is to convey aims and objectives to the community. This is also done to prepare activity plans and adapt them to the needs of that location. From this socialization, an agreement was obtained with a local community called the Bolang Ranca Group (Kobra), which is a local youth community. So far, this group is a group that manages tourist villages. In the end, the result of this socialization was an agreement and made Kobra a partner in this activity.



Figure 2. Socialization Activities
(source: personal documentation)

The next activity is to provide diversification training. This training leads to the introduction of new game rides to be applied as tourist attractions in this tourist village. The vehicle used is Pancamain, which is a toy development based on traditional Indonesian toys. Pancamain was developed taking into account the values of Pancasila. In other words, Pancamain is a learning media based on traditional toys and Pancasila values.

The result of this training is the creation of new game rides to provide learning and experience for tourists. Managers are trained to be able to explain how to play and also provide the goals and Pancasila values of the ride. In this way, not only is there a playing experience, tourists are also invited to understand and practice the values of Pancasila from the existing Pancamain facilities.



Figure 3. Diversified Training Proses
(source: personal documentation)

The next training is related to tourist management skills. Managing tourists is one of the skills that tourist village managers must have. Managing tourists is the same as providing experiences for them. This skill requires cooperation between management members and is supported by good management.

The result of this training was the formation of new divisions within the management body. This division was created to handle different but mutually sustainable matters. There are divisions for food, reception, rides, and so on. Even though divisions were formed with different tasks, they still work together with the aim of providing good service to tourists and providing an amazing travel experience.



Figure 4. Skills Training Proses
(source: personal documentation)

The final training provided to complete this series of activities is related to marketing. In the world of tourism, marketing is an important element. Not only to complete the elements of a tourist village, but also to convey messages related to tourist villages to potential tourists. Therefore, marketing management needs to be done well and focused, so that the image and news related to the tourist village being managed is conveyed to a wide audience. In this training, the focus of marketing is digital marketing which is done through social media.

The result of this training was the formation of a marketing division with new social media. Social media creation is done on the Instagram application. This new account was created and managed specifically for the purposes of marketing tourist villages. Every feed or story created is not for personal interests but for tourism promotion purposes here. With this new media, it is

hoped that news and updates about tourist villages can be conveyed and attract potential tourists, both local and foreign.



Figure 5. Marketing Training Proses
(source: personal documentation)

4 Conclusion

In general, tourist villages have the potential to attract local and foreign tourists. Tourist villages are generally an option for tourists who are bored with their work or life in cities. By leaving their lives in the city for a moment and re-experiencing the flow of life in the village, they can once again clear their minds.

However, many tourist villages in Indonesia have been affected by the pandemic. Restrictions on activities outside the home have meant that the number of visits to tourist villages has dropped drastically. Of course, this will have an impact on the welfare of managers and even local residents. More than that, this will affect the income of countries such as Indonesia which relies heavily on state income through the tourism sector.

This PKM activity is designed to be an example in developing tourist villages. Three activities involving Diversification Training, Tourist Management Skills Training, and Marketing Training are expected to be a solution for tourist villages affected by the Pandemic. Making managers able to think forward and develop tourist villages is the main goal of this PKM.

It doesn't stop there, in this PKM the manager is given a vehicle for developing a tourist village in the form of Pancamain. This vehicle is a learning media developed based on traditional toys and the principles of Pancasila. Thus, apart from tourists being given a pleasant experience, they are also presented with an educational experience, especially related to the values of Pancasila.

This PKM is only the first step in developing a tourist village. It is hoped that with this activity, new references and inspiration will emerge to develop tourist villages. This is also a long-standing goal towards a tourist village that develops and keeps up with the times as well as developing a tourist village based on Pancasila values.

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