

Upgrading the Capacity of Local Community and Tourism Branding in Pagar Jaya Village

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Abstract Pagar Jaya Village is a coastal area at the southernmost tip of Sumatra Island and isolated in Punduh Pidada District, Pesawaran Regency, Lampung becoming one of the tourism villages in Lampung that has two main problems poor accessibility and low capacity of the community. As a result of this problem, the "KITA PAGAR JAYA" program has successfully enhanced the community's capacity in tourism, particularly in the area of tourism branding. This program itself is implemented with *Sadar Wisata* and *Sapta Pesona* approaches. It was developed on 4 stages, first stage is potential and problem identification, second stage is delivering material about tourism management, the third is about MSMEs and branding knowledge, and the last stage is about evaluation of tourism management to develop sustainable system in Pagar Jaya Tourism. The implication of this program is to enhance the local community's capacity to manage tourism by focusing on *Sadar Wisata*, *Sapta Pesona*, and disaster management. As a result, more community members are joining the Pagar Jaya Village Tourism Awareness Group and MSMEs to help with tourism management. The program also includes creating promotional materials like pocketbooks, tourism videos, and social media campaigns to enhance the branding of Pagar Jaya Village.

1. INTRODUCTION

Community development aims to increase and develop community capacity, maximizing potential with the community, and realizing community welfare (Nasdian, 2014). One of the villages that needs community development in managing tourism potential is Pagar Jaya Village. This Village, located in the southernmost part of the Punduh Pidada District, Pesawaran Regency, Lampung, covers an area of 400 hectares (Firmansih, 2022). Geographically, Pagar Jaya Village is situated along the coast and possesses natural resources with development potential. It has been designated as a "tourist village," since 2019 by Pesawaran Regency Tourism Department. To build the tourism in Pagar Jaya, the regional government established a local tourism community, which is called *Pokdarwis* Pagar Jaya. This community has duty to managing tourist attraction and service the guests as host

of tourism and human resources for managing tourism in Pagar Jaya Village. However, its remote location, limited accessibility, and the insufficient capacity of its human resources to manage its tourism potential have prevented the village from reaching its full potential. In developing Pagar Jaya Village as a tourist destination, several challenges arise, including a lack of community understanding of the village's potential and low participation in coastal tourism development (Rahman et al., 2020). Many residents are unaware of the benefits that tourism can bring, leading to minimal engagement in initiatives aimed at enhancing coastal tourism. The difficulty of land access to Pagar Jaya Village is a significant challenge for attracting repeat visitors. Currently, the asphalt road only extends to the area around the village head's office, after which travelers must navigate approximately 5 kilometers of dirt and rocky roads

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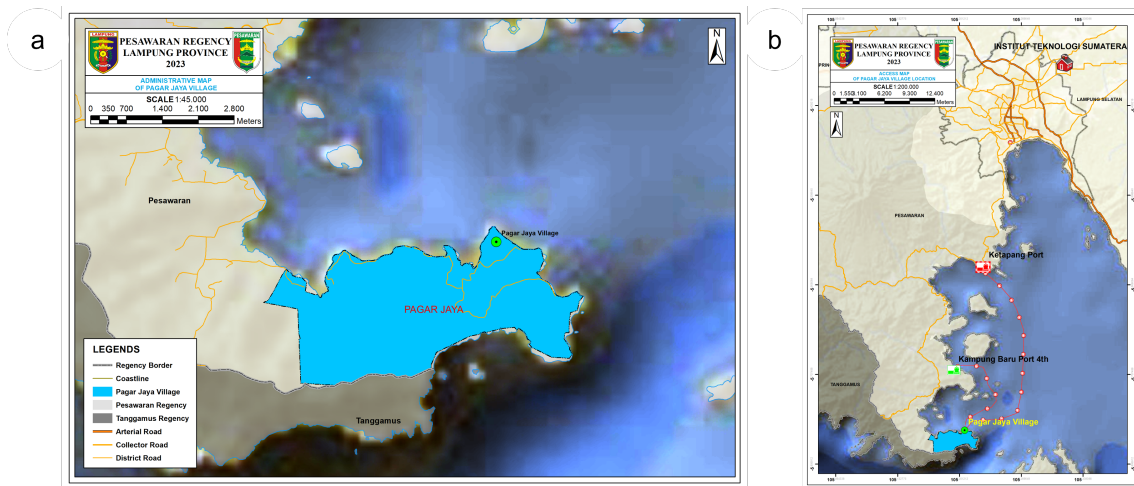


Figure 1 . Maps: (a) Administrative map of Pagar Jaya Village; (b) Access map of Pagar Jaya Village location

that include steep hills. This terrain becomes particularly treacherous during rainy weather, as the roads become wet and difficult to traverse, often leading to vehicle damage. An alternative route involves traveling by land followed by a boat trip to reach Teluk Hantu. To address these issues, better coordination and arrangements are needed with village authorities to promote awareness of these alternative access routes among tourists.

The tourism development potential of Pagar Jaya Village includes the presence of Kamintara Beach, Wayang Island, and Hantu Bay (Rahman et al., 2020). Furthermore, the tourism potential from Pagar Jaya can show from tourism support services and the presence of the *Pokdarwis* Pagar Jaya, whom as the host of Pagar Jaya Tourism. Pesawaran Regency Tourism Department has provided assistance to develop the tourism potential in the Tourism Village of Pagar Jaya. However, this assistance hasn't completely addressed the issues related to community capacity building.

The lack of recognition of Pagar Jaya Village as a tourist destination and the insufficient capacity of human resources to manage tourism in Pagar Jaya Village have hindered its full development because still unable to compete with other tourist destinations and access to difficult locations. The tourism potential of Pagar Jaya Village still struggles to compete with other coastal destinations in Pesawaran Regency, such as *Pulau Pahawang* (Pahawang Island), which has already established itself as a prominent destination in Lampung. Destination branding is an effort by a tourist destination to introduce its competitive identity, enabling it to compete with other tourist destinations, for example Pagar Jaya Village is 12.2 km from *Pahawang* Island and 30 minutes travel time by boat. The goal of building branding is to give a destination a unique identity. This identity advantage can be realized when stakeholders responsible for managing tourist destinations have the capability and willingness to establish a destination's branding. A description of the location and access to Pagar Jaya Village can be found in Figure 1.

The problem in Pagar Jaya Village, related to the

suboptimal branding of the tourist area, is primarily due to the limited human resource capacity as managers of the tourism potential in the village. Therefore, activities to strengthen the local community's capacity, especially *Pokdarwis* Pagar Jaya, are required to enhance the destination brand of Pagar Jaya Village. The improvement of local community capacity can be achieved using the *Sadar Wisata* and *Sapta Pesona* approaches. Minister of Culture and Tourism Regulation Number PM.04/UM.001/MKP/2008 defines *Sadar Wisata* (Tourism Awareness) as a condition that reflects the participation and support of all community components in promoting a conducive climate for the growth and development of tourism in a destination or region. *Sapta Pesona* (Seven Wonders of Tourism) is a concept that represents a commitment to tourism related to the support and role of the community, aiming to create a conducive environment and atmosphere through seven elements: safety, orderliness, cleanliness, coolness, beauty, friendliness, and memories, to achieve sustainable tourism (Mintardjo, 2022).

Additionally, considering the location's susceptibility to landslides Disaster Risk Index Value 0.50 with middle risk, flooding Disaster Risk Index Value 0.53 with middle risk and Tsunami Disaster Risk Index Value 0.62 with middle risk from Disaster Risk Assessment of Lampung Province 2019-2024 (Board for Disaster Management of Lampung Province, 2019). Strengthening the community's skills in managing locally-based economic potential with disaster mitigation in mind is the most appropriate approach in this village. Geotourism in Pagar Jaya Village, including attractions like Dasit Wall, *Teluk Indah* Beach, *Teluk Hantu* Beach, and *Batu Wayang*, is situated in a coastal area highly susceptible to tsunamis, but the local community is not fully aware of this threat due to a lack of information (Wibowo et al., 2020). In 2022, Pagar Jaya Village faced severe flooding and landslides, affecting 234 homes, with one house so badly damaged that it became uninhabitable (Gerbang Republik, 2022). The floods, caused by a river overflow, submerged many houses and public facilities under 1 to 1.5 meters of water, while the landslides blocked road access to

the village (Jaya & Susanti, 2022; Mediafakta, 2022). This activity focuses on strengthening the Pagar Jaya Village Pokdarwis and Pagar Jaya Village Tourism Branding, with the aim of enhancing the capacity of Pagar Jaya Village Pokdarwis in strengthening the branding of Pagar Jaya Village as a tourist destination through the *Sadar Wisata* and *Sapta Pesona* Approaches.

2. METHOD

The targets or beneficiaries of this community service social project were 42 members of Pokdarwis Pagar Jaya and local government, who are tasked with the developing tourism in Pagar Jaya. The activity for this community service lasted for six months from October 2022 until March 2023. The method of implementing this community service activity was carried out through four stages with the application of *Sadar Wisata* and *Sapta Pesona* approaches, which included the stages of introduction, implementation, assistance, and evaluation while guiding partners towards local tourism management.

To enhance public understanding of tourism, the *Sadar Wisata* and *Sapta Pesona* Campaign Program was launched during the Visit Indonesia Year in 1991, playing a crucial role in tourism development. Indonesia also participates in the World Tourism Market (WTM) for international promotion. Following its attendance at the WTM, the government introduced seven key tourism strategies, including the *Sapta Pesona* campaign (Rahmawati et al., 2017; Utami & Rahman, 2017). *Sadar Wisata* and *Sapta Pesona* approaches aims to develop tourism through community empowerment. It seeks to shift the community’s mindset about tourism awareness and provide motivation, which is embodied in the *Sapta Pesona* concept. The program encourages local communities to actively participate in tourism management, emphasizing the importance of fostering a welcoming and responsible environment for visitors. The stages of the Ccommunity Service can be seen in Figure 2.

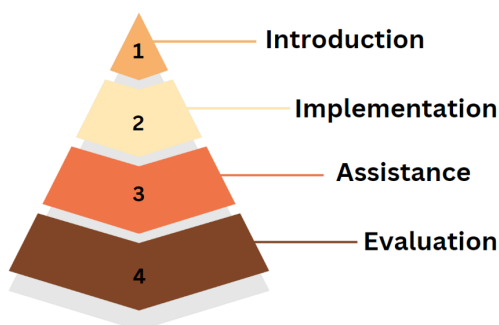


Figure 2. Stages of community service in Pagar Jaya Village

Phase I, which was the introductory phase, focused on introducing the tourism potential of Pagar Jaya Village, including Kamintara Beach, Wayang Island, and Hantu Bay. One of the topics emphasized within the local tourism community was tsunami disaster mitigation. This was necessary because Pagar Jaya Village is located in a coastal area and has tsunami Disaster Risk Index Value 0.62 with

middle risk. **Phase II** continued with the implementation phase, which included training on *Sadar Wisata* and *Sapta Pesona*. *Sadar Wisata* takes on an institutional form in the Pokdarwis, which plays a role in realizing and enhancing tourism awareness among the community as key stakeholders in tourism development and supporting the tourism development process based on the values of *Sapta Pesona* (Rahmawati et al., 2017). Each element of *Sapta Pesona* is achieved through the formation of groups corresponding to the elements of *Sapta Pesona*. These groups would produce various things to support tourism, such as information boards, travel guides, landmarks in Pagar Jaya Village, as well as training for the community, the establishment of Micro, Small, and Medium-sized Enterprises (MSMEs), the creation of merchandise, and local cuisine unique to Pagar Jaya Village in the souvenir group.

Next is **phase III**, which was assistance and mentoring, to meet the needs of the community in problem-solving, consultations, learning, and providing solutions related to obstacles that occur so that the community could make independent decisions in carrying out their tourism activities, which could be realized through the establishment of Micro, Small, and Medium-sized Enterprises (MSMEs). This mentoring stage included capacity-building activities for the community, especially the Pokdarwis of Pagar Jaya Village, to manage their tourism for the enhancement of Pagar Jaya Village’s destination brand. The Capacity Building activities concept was semi-outdoor with two-way discussion between Team Community Service as Facilitator and Pokdarwis as training participants from Tourism Local Community. The Community Service team and Pokdarwis were divided into several groups and making Focus Group Discussion (FGD). The outcome of this training was that the Pokdarwis from the local community gained a clear understanding of their role as hosts in managing the tourism system in Pagar Jaya. The mentoring was conducted through Sharing sessions to ensure that the program’s success indicators are achieved. **Phase IV** was the final stage, carried out through a three-stage evaluation: initial evaluation, implementation evaluation, and final evaluation.

The data collection method used involves direct observation and interviews with Pokdarwis, the community, and the officials of Pagar Jaya Village. This was aimed at identifying problems and determining the needs of Pagar Jaya Village. Data validation was carried out through Focus Group Discussions (FGD) with the target groups to find appropriate solutions to address the issues and tourism-related needs of Pagar Jaya Village. This activity consisted of one main program, which was Community Capacity Building (CCB) for community capacity development. The goal of this program was to enhance the initial understanding of effective tourism management through tourism awareness education. Below is the flowchart of this community service social project activity, which consists of the main program and sub-programs. The activities flow as can be seen in Figure 3.

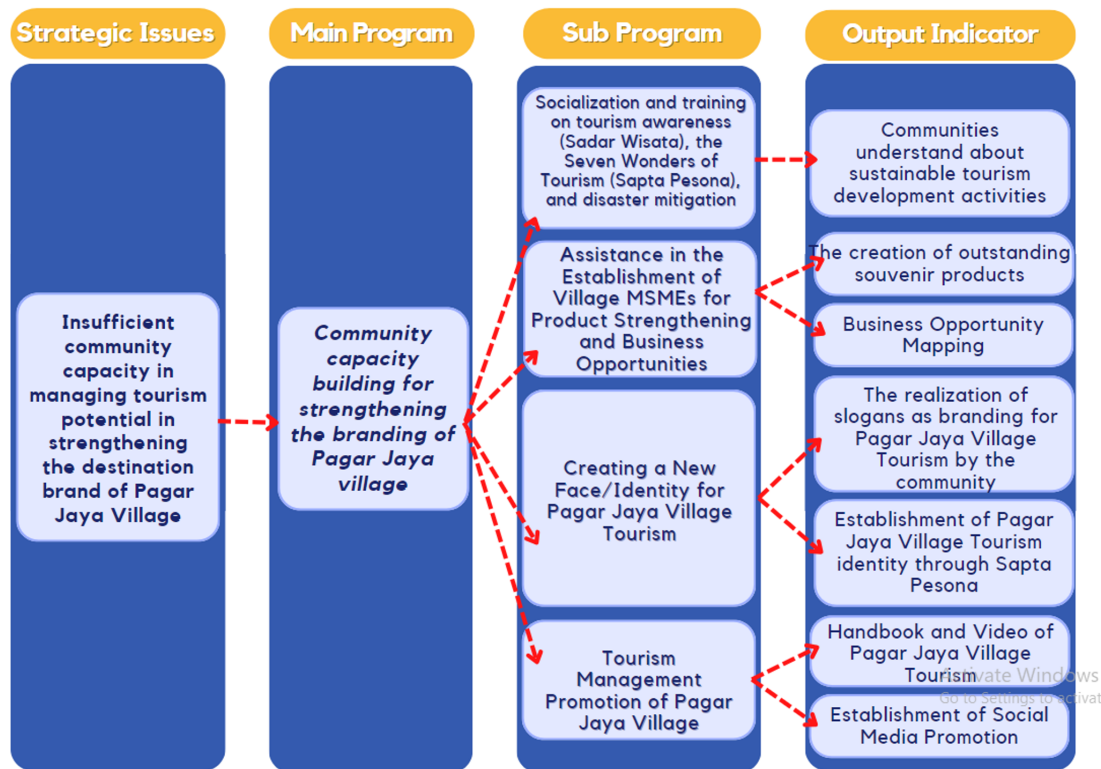


Figure 3 . Activities flow

In supporting tourism management, the POAC (Planning, Organizing, Actuating, and Controlling) management function has been effectively utilized at the Air Manis Padang Beach tourism site (Mandasari & Kasmita, 2022). Similarly, the management of Kemangi Beach in Kendal Regency also employs the POAC framework, demonstrating successful collaboration among BUMDes (Village-Owned Enterprises), *Pokdarwis*, and the Village Consultative Body (Wibowo et al., 2023). In order to realize one program believed to address the issues of developing tourism in Pagar Jaya Village, all activities were carried out by applying the POAC cycle to sustain the program/business (Utami et al., 2023), which includes:

1. Planning: analyzing the potential and issues, as well as the opportunities for the development of tourism in Pagar Jaya Village. Subsequently, a detailed program was formulated based on the analysis.
2. Organizing: creating actors from the planning phase, such as establishing 6 *Sapta Pesona* groups responsible for executing, utilizing, and monitoring tourism management.
3. Actuating: the stage of implementing the previously designed plan while considering the harmonization of various aspects and implementation elements.
4. Controlling: the phase of overseeing all ongoing activities to ensure that the program implementation proceeds as intended and the primary objectives of the activities are achieved.

3. RESULT AND DISCUSSION

3.1 Activity implementation process

The community service program conducted in Pagar Jaya Village aimed to enhance the capacity of the Tourism Awareness Group (*Pokdarwis*) and strengthen tourism branding through various activities. The program began with an initial overview and direct discussions with stakeholders to assess the current state of tourism in Pagar Jaya Village. Following this, discussions were held on the community’s involvement and the role of *Pokdarwis* in managing tourism. In this first phase, conversations focused on the social project to be implemented, the sequence of activities, and the feasible timeframe for the participation of the community and *Pokdarwis* in these activities, as illustrated in Figure 4.

The activities then continued with introductions and training sessions. The team conducted door-to-door visits to explain the purpose of the activities and the upcoming training sessions, inviting village residents to participate. Focus Group Discussions (FGDs) and sharing sessions were held with village officials and residents to discuss tourism-related topics and gather necessary data. Additionally, the landmark of Pagar Jaya Village, Tugu Kucing Riang, was refurbished, and tools and materials were prepared for distribution to the village officials. In the next stage, the core activities were carried out. These activities benefited the village officials by informing them about the social initiatives, provided useful materials to elementary school students for their daily lives, and fostered a closer relationship between the team and the local

residents. As a result, discussions were held with the newly appointed village officials, educational materials were delivered to elementary school students, a stronger bond and communication with the residents of Pagar Jaya Village were established, and a video profile of Pagar Jaya Village tourism was created. The discussion and training activities can be seen in Figure 5.



Figure 4 . Discussions with stakeholders of Pagar Jaya Village



Figure 5 . Discussion and training activities with the Pokdarwis of Pagar Jaya Village

The implementation of the material delivery and discussion activities with the *Pokdarwis* of Pagar Jaya Village proceeded smoothly despite various limitations. The discussions covered a range of topics, including the history and sustainability of tourism in the village. Participants were divided into smaller groups for more in-depth discussions on *Sadar Wisata*, *Sapta Pesona*, disaster mitigation, and the management of Micro, Small, and Medium Enterprises (MSMEs) for economic potential utilization. As a result, the existing *Pokdarwis* members now possess at least a theoretical understanding of how to apply these concepts to the future development of the village's tourism.

After that, the activities continued with the delivery of materials door to door to the residents of Pagar Jaya Village so that knowledge about tourism management could be disseminated to all community members in the village. The branding of Pagar Jaya Village's tourism was carried out by creating flyers, pocketbooks, electronic media publications, and the production of a Pagar Jaya

Village Branding Video that showcases an introduction to tourism and the tourism potentials in the village. While in the field, the team, of course, captured footage to support the promotional needs of Pagar Jaya Village's tourism. To support the development of potential in Pagar Jaya Village, rejuvenation activities were conducted in the area, including the landmark Tugu Kucing Riang.

3.2 Impacts of social project/community service

The community service program was conducted to address various challenges in enhancing the capacity of *Pokdarwis* in Pagar Jaya Village and to improve the village's branding, aiming to boost recognition and potentially strengthen the local economy. This program had a significant impact, leading to notable changes following the implementation of the community service activities. The impact of the program is evident in the comparison of the beneficiaries' conditions before and after the activities, as observed through in-depth interviews with the Head of *Pokdarwis*, the local tourism community leader in Pagar Jaya Village (Attachment 1).

3.3 Potential for program sustainability

The community service program we conducted aimed to ensure future sustainability in Pagar Jaya Village, particularly in the management of its tourism sector. Among the four main activities designed to tackle the challenges faced by partners during the program, the completion of the "KITA PAGAR JAYA" Social Project led to positive changes. Notable improvements were observed in addressing existing conditions and issues related to the Pagar Jaya Village Tourism Awareness Group following the completion of the project.

1. The increased capacity of *Pokdarwis* and the tourism community in Pagar Jaya can bring many benefits to tourism management in the village, such as improving the quality of tourist services, increasing community income, strengthening tourism branding, raising environmental and cultural awareness, and enhancing disaster preparedness.
2. The enhancement of skills and knowledge among village residents in managing Small and Medium Enterprises (SMEs), specifically in the form of food and handicraft products, enables operational funding to be managed independently by the village.
3. Effective tourism branding has a highly positive impact on the Pagar Jaya tourism destination, and it should be well-managed and sustained.
4. Improved tourism management skills, including tourism awareness, *Sapta Pesona* (Seven Charms), and disaster management, can strengthen tourism promotion management by enhancing the attractiveness, image, safety, and service quality of the promoted tourism destination.
5. The potential for Sustainable SocioPreneurs as a long-term impact of community and *Pokdarwis*

development in Pagar Jaya is the transformation of the community into sustainable socio-entrepreneurs through capacity-building activities. After this program concludes, the community can become capable managers of Pagar Jaya Village tourism, providing economic benefits to the people of Pagar Jaya.

- This social project has created an economic cycle that can improve the well-being of the surrounding community, starting with the establishment of a new tourism area in Pagar Jaya Village, which is a village's flagship potential.

Despite the various potentials possessed by Pagar Jaya Village, especially in the tourism sector, the sustainability of increasing the capacity of *Pokdarwis* in Pagar Jaya Village and branding the tourism of Pagar Jaya Village requires an evaluation of various existing obstacles and challenges. In the future changes in the leadership/structure of *Pokdarwis* in Pagar Jaya Village, the values of *Sadar Wisata* and *Sapta Pesona* must continue to be prioritized without disparities among administrators.

4. CONCLUSION

The activities to upgrade the capacity of Tourism local community and improve tourism branding in Pagar Jaya Village have been successfully implemented. These efforts focus on increasing the community's ability to manage tourism by emphasizing *Sadar Wisata*, the *Sapta Pesona* concept, and disaster management. Key activities include Focus Group Discussions, joint meetings with *Pokdarwis*, socialization and training for *Pokdarwis* and MSMEs (Micro, Small, and Medium Enterprises), tourism branding initiatives, and area rejuvenation projects. These efforts encourage active participation from the local community, *Pokdarwis*, and stakeholders.

As a result of these community service activities, the capacity of *Pokdarwis* and tourism groups in Pagar Jaya Village has improved, benefiting tourism management. More residents are joining *Pokdarwis* of Pagar Jaya Village and MSMEs to help manage tourism. The strengthening of Pagar Jaya's tourism branding has been effectively achieved through the use of branding videos, pocketbooks, and social media promotions, resulting in a positive and sustainable impact on the tourism destination. With collaboration and support from various parties, the sustainability of *Pokdarwis* and local communities in managing and promoting tourism can be achieved. To maximize the impact of these activities, effective management and governance of tourism and MSMEs by *Pokdarwis* and local authorities are essential. Additionally, developing unique products from Pagar Jaya Village and utilizing digital marketplaces and social media for marketing will help increase promotion and attract public interest.

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CONFLICT OF INTERESTS

The authors declare that there is no conflict of interest

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ATTACHMENT

Attachment 1. Samples from the storyboards

No. Pre Implementation Conditions	Post Implementations Conditions
<p>1 a) The capacity of the Pagar Jaya Village community in terms of tourism awareness is mostly lacking a good understanding of the importance of sustainable tourism to promote responsible and sustainable tourism in their area.</p> <p>b) Regarding the <i>Sapta Pesona</i> approach, the community also lacks a deep understanding of the natural beauty, culture, and local wisdom that their region possesses.</p> <p>c) In terms of disaster mitigation, only a few community members are trained and knowledgeable about how to reduce disaster risks and act in emergency situations, which can help minimize the impact of disasters.</p>	<p>Some of the benefits that can be generated include:</p> <p>a) Improved quality of tourism services by enhancing the capacity of human resources in managing tourism potential. The tourism community in Pagar Jaya will be more skilled in providing quality services to tourists.</p> <p>b) Increased community income.</p> <p>c) Enhanced tourism branding that can build a good and unique image as a tourist destination. This will strengthen tourism branding and make the village more known among tourists.</p> <p>d) Increased environmental and cultural awareness.</p> <p>e) Improved disaster preparedness, thereby enhancing the community's readiness to face disasters and minimizing their impact on tourism activities in the village.</p>
<p>2 Micro, Small, and Medium Enterprises (MSMEs) are small-scale businesses owned and operated by individuals or small groups, which means that every village or region faces different conditions and challenges. In Pagar Jaya Village, in general, the condition of MSMEs in this village faces several challenges in the production and management process. Here are some challenges that MSMEs in Pagar Jaya Village might face:</p> <p>a) Limited access to markets.</p> <p>b) Lack of business skills.</p> <p>c) Inadequate village infrastructure.</p> <p>d) Low income and consumption levels.</p> <p>e) Potential local wisdom and natural resources.</p>	<p>Changes in Conditions After the Implementation of Assistance in the formation of Village MSMEs to support the management of the tourism area to improve the economy of Pagar Jaya Village include several improvements from the condition before this social project, including:</p> <p>a) Increased skills and knowledge of villagers in managing MSMEs to help improve the quality of products and services offered.</p> <p>b) Improved access to markets and expanded business reach, thereby increasing income and profits.</p> <p>c) Increased cooperation and collaboration among villagers in managing the tourism area and developing new products or services that can attract more tourists to Pagar Jaya Village.</p>
<p>3 The lack of tourism promotion for Pagar Jaya Village by the tourism management has resulted in limited awareness and difficulty in attracting tourists to visit the village. Furthermore, there is also a shortage of adequate facilities and infrastructure in the vicinity of the tourist area. This leads to a suboptimal tourist experience and hinders the improvement of the area's tourism branding. Another issue is the lack of skills and knowledge among the human resources involved in tourism management.</p>	<p>Tourism branding has a highly positive impact on the Pagar Jaya destination, and it needs to be carefully and sustainably managed. After implementing branding in Pagar Jaya Village, the following impacts are observed:</p> <p>a) Pagar Jaya tourism becomes more recognized by tourists. With strong branding, the tourist destination becomes better known to the wider public and becomes more attractive to visit.</p> <p>b) Strong branding improves the image and reputation of the tourist destination in the eyes of the community and tourists.</p> <p>c) Strong branding increases local awareness of the importance of tourism, leading to increased community participation.</p>
<p>4 Issues related to tourism promotion management in Pagar Jaya Village may include several factors, including:</p> <p>a) Lack of clear promotional strategies.</p> <p>b) Insufficient use of social media.</p> <p>c) Limited skills and knowledge in promotion management.</p>	<p>Improving tourism management capabilities related to tourism awareness, <i>Sapta Pesona</i>, and disaster management can strengthen tourism promotion management by enhancing the attractiveness, image, safety, and service quality of the promoted tourist destinations. Social media and the Pagar Jaya Village Tourism Handbook serve as promotional tools in an effort to make Pagar Jaya Village better known. Branding is carried out through the creation of a branding video for Pagar Jaya Village that provides information about the beauty and tourism potential of Pagar Jaya Village.</p>