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Community Empowerment by the Setopuro Tourism Awareness Group (POKDARWIS) in Developing the Market Potential of Pundensari Village, Gunung Sari Subdistrict, Madiun District, Madiun Regency

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ABSTRACT

Based on the research conducted, Pokdarwis Setopuro successfully empowered the community in developing Pundensari Market through three main stages. The initial stage was built through participatory socialization to raise community awareness. Next, the community's capabilities were transformed through various technical training programs such as food safety (HACCP), digital technology, and services. In the intellectual enhancement stage, innovative initiatives were launched, such as the use of environmentally friendly packaging and the revitalization of Javanese culture. The positive impact was significant, marked by an increase in the number of MSMEs from 3 (2019) to 36 (2024), an increase in annual turnover from IDR 86.4 million to more than IDR 1.03 billion, and a surge in tourist visits. The main challenges faced are limited internal funds and a lack of sustainable funding support and policies from the local government. In conclusion, empowerment by Pokdarwis Setopuro has successfully increased community capacity and optimized market potential, but stronger synergy with the government is needed to ensure the sustainability of the program.

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INTRODUCTION

Indonesia's national development strategy recognizes regional development as a key element, with tourism serving as a major contributor to both regional growth and foreign exchange earnings. According to the Ministry of Tourism (2024), the sector showed strong post-pandemic recovery, generating US$16.71 billion in revenue in 2024. This potential is supported by the country's natural and cultural assets, which make tourism a strategic priority for continued investment (Sekarsari et al., 2020).

Effective tourism development relies on collaboration between local communities, the private sector, and government institutions (Kholailah, Wulandari, & Murtiningsih, 2022). The tourism village model has been widely adopted, with East Java leading at the national level with 615 certified villages (Kemenparekraf, 2024). Madiun Regency, for instance, has developed 14 tourism villages, including Gunungsari, which rose from a top 500 ranking in 2022 to the top 50 in the 2024 Indonesian Tourism Village Awards.

Community participation is often organized through Tourism Awareness Groups (Pokdarwis), which encourage local involvement in development (Noer, 2019). In Gunungsari Village, the Setopuro Pokdarwis has played a central role in revitalizing Pundensari Market into a cultural attraction. This effort has led to a noticeable increase in local businesses, growing from 3 in 2019 to 36 in 2024, along with rising tourist visits (Pokdarwis Setopuro, 2025).

However, challenges remain, particularly in digital marketing, product innovation, and business management among local communities (Meureta Ayu, 2020). This study analyzes how Pokdarwis Setopuro has approached community empowerment to strengthen Pundensari Market's development, using Sulistiyani's (2017) framework of empowerment stages. The results are expected to support the design of sustainable tourism empowerment models in rural Indonesia.

THEORETICAL REVIEW

Stages Of Empowerment Sulistiyani (2017)

Sulistiyani (2017) suggests three stages of community empowerment that must be passed through. The first stage is awareness and behavior formation to foster awareness and concern for the need to improve one's capacity. The second stage is the transformation of abilities through the provision of knowledge, skills, and basic skills so that the community can play an active role in development. The third stage is the improvement of intellectual abilities to form initiatives and innovative abilities that lead to independence.

Tourism Awareness Group

Pokdarwis (Tourism Awareness Group) is a community-based institution that plays a strategic role in increasing public understanding and participation in developing tourism potential in a region (Salsabila & Puspitasari, 2023). As an entity that originates from local initiatives, Pokdarwis acts as a key player in promoting sustainable tourism destination development and management at the regional level.

The existence of Pokdarwis has a legal basis in Article 14 of Law No. 10 of 2009 concerning Tourism, which regulates community participation in enhancing tourism potential. Its main functions are to increase community awareness and responsibility in creating an environment that supports tourism development through the implementation of Sapta Pesona, as well as empowering changes in event management and encouraging the growth of the travel industry by utilizing regional facilities and regulations.

Tourism Awareness Groups (Pokdarwis) Setono Taruno Puroboyo

Pokdarwis Setopuro was established on May 15, 2017. The Tourism Awareness Group of Gunungsari Tourism Village is named "Sentono Taruno Puroboyo". Pokdarwis (Tourism Awareness Group) Setopuro is a community organization or group designed to increase public understanding and encourage active community involvement in the development and management of tourism potential in the Gunungsari area. Through various programs and activities, Pokdarwis Setopuro acts as a facilitator that encourages synergy between the government, the private sector, and the local community to create sustainable and competitive tourist destinations. The existence of Pokdarwis Setopuro also aims to empower the community through capacity building, training, and strengthening the local tourism-based economy, so that it can contribute to improving the social and economic welfare of the local community. The Madiun Regent's Decree Number 188.45/256/KPTS/402.013/2022 regulates the establishment of tourism awareness groups in Madiun Regency. Pokdarwis Setopuro was formed based on the Decree of the Head of Gunungsari Village, Madiun District, Madiun Regency Number: 140/50/KPTS/402.409.07/2022.

METHODOLOGY

This study uses a descriptive qualitative approach and is located in Gunungsari Village, Madiun Regency, which was chosen based on the consideration that this village is the only local wisdom-based tourist village in the regency and has shown significant development by achieving a ranking in the top 50 of ADWI 2024. The research focuses on three stages of community empowerment according to Sulistiyani (2017), namely the awareness stage, the transformation of capabilities, and the enhancement of intellectual capabilities carried out by Pokdarwis Setopuro in the development of Pundensari Market.

Data were collected through participant observation, in-depth interviews with key informants (Pokdarwis administrators, local government, and traders), and documentation studies, then analyzed using Miles and Huberman's interactive model, which includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation, extended observation, and increased researcher diligence to ensure the credibility, transferability, and dependability of the research findings.

RESULTS

Awareness stage

Based on Sulistiyani's (2017) empowerment theory, the awareness stage serves as a fundamental foundation in building critical consciousness among communities regarding their inherent potential and active role in development processes. In the context of tourism development in Gunungsari Village, Pokdarwis Setono Taruno Puroboyo (Setopuro) emerges as a pivotal actor in facilitating the cultivation of tourism awareness through a comprehensive participatory socialization approach. This initiative has been strategically implemented through existing community platforms such as regular community gatherings, PKK (Family Welfare Empowerment) meetings, and Karang Taruna (Youth Organization) activities, which have effectively created an inclusive and productive communication space within a comfortable and relaxed atmosphere that encourages open dialogue and knowledge sharing.

Complementing these efforts, the role of government facilitators through the Madiun Regency Tourism, Youth, and Sports Agency (Disparpora) represents a practical implementation of the mandate established in Law Number 10 of 2009 Article 17 paragraph (1) concerning the government's obligation to empower communities. Disparpora has actively provided systematic counseling, capacity-building training, and ongoing guidance to enhance awareness of Gunungsari Village's tourism potential, perfectly aligning with Sulistiyani's conceptual framework that emphasizes empowerment as a holistic process of building community capacity through continuous motivation and the strengthening of local potential.

According to Sulistiyani's empowerment stage theory, these community empowerment efforts through the awareness stage have demonstrated remarkable success. This achievement is clearly evidenced by the substantial increase in community participation rates across all socialization events conducted, coupled with the development of a strong collective consciousness regarding Pundensari Market's potential as an optimal and sustainable tourist destination. The quantitative data further substantiates these findings, revealing an impressive growth in MSME engagement from merely 3 tenants in 2019 to 36 active tenants in 2024, representing a twelve-fold increase that underscores the effectiveness of the awareness-building initiatives.

This dramatic increase not only reflects a growing awareness of economic opportunities but also signifies a crucial transformation in the community's mindset from traditional subsistence actors to proactive economic participants who strategically leverage opportunities within the tourism sector. The internalization of tourism awareness has transcended beyond abstract understanding into concrete economic actions, establishing a solid foundation for subsequent empowerment stages and positioning Pundensari Market's development on a trajectory toward optimal and sustainable growth that benefits the entire community.

Capability Transformation Stage

Based on Sulistiyani's (2017) empowerment theory, the transformation stage of capabilities at Pundensari Market in Gunungsari Village represents a

comprehensive approach to human resource development, systematically implemented through a series of structurally designed training sessions facilitated by Pokdarwis Setopuro. These capacity-building initiatives encompassed three fundamental dimensions of learning: cognitive advancement through knowledge enhancement, affective development through attitude strengthening, and psychomotor improvement through practical skill development. The Food Safety (HACCP) training program produced particularly significant outcomes in elevating food safety literacy and analytical capabilities among MSME participants, enabling them to optimize their production processes according to recognized health and safety standards. These findings align with Dewi Mulyawati's (2024) research demonstrating that standardized food safety protocols substantially contribute to building consumer confidence and enhancing market competitiveness for small-scale food enterprises.

Within the psychomotor dimension, the digital information technology training program concentrated on cultivating practical digital marketing competencies, specifically focusing on product photography techniques and promotional content creation utilizing accessible mobile applications. The training outcomes manifested in a marked improvement in participants' ability to present their products more professionally across various digital platforms, resulting in substantially expanded market penetration and enhanced product competitiveness. These empirical observations corroborate the research findings of Bayu, Arifin, & Barkah (2025), whose studies confirm that digital literacy interventions significantly improve market access and commercial performance for rural entrepreneurs.

The training in table manners and waiter skills, rooted in Javanese local wisdom, successfully instilled new service-oriented attitudes and values through comprehensive instruction in service ethics, presentation protocols, and culturally appropriate communication strategies. The deliberate integration of indigenous values has not only enriched the tourist experience but has also reinforced the authentic identity of Pundensari Market as a distinctive cultural destination. This approach resonates with Handayani's (2020) research emphasizing the critical importance of service excellence grounded in local cultural traditions for sustainable tourism development.

Collectively, these three training programs have generated a holistic transformation in community capabilities, evidenced by extraordinary quantitative progress including the expansion of MSMEs from 3 enterprises in 2019 to 36 enterprises in 2024, accompanied by a dramatic increase in annual turnover from IDR 86.4 million to exceeding IDR 1.03 billion. Despite these achievements, the sustainability of this empowerment initiative confronts significant challenges due to Pokdarwis's limited internal funding, which restricts training accessibility for all merchants and compromises the continuity of essential post-training mentoring. Consequently, the development of synergistic partnerships and the implementation of supportive funding policies from local government institutions become imperative to ensure the long-term viability and scalability of this transformative capacity-building model.

Stage of intellectual development

Based on Sulistiyani's (2017) theoretical framework of empowerment stages, Pokdarwis Setopuro has demonstrated remarkable success in advancing the intellectual capacity development phase within the Pundensari Market community through three strategically designed and implemented initiatives. The installation of categorized waste disposal units has functioned not merely as physical infrastructure but as an innovative educational mechanism that systematically enhances traders' cognitive and analytical capabilities in waste classification, environmental impact assessment, and economic valorization of recyclable materials. This comprehensive waste management program corresponds with the groundbreaking research conducted by Wulandari & Prasetyo (2021), whose empirical investigation established that waste management literacy substantially contributes to community economic self-sufficiency and environmental stewardship.

The cultural revitalization initiative, manifested through the adoption of traditional Javanese attire and the integration of authentic dance performances, has achieved dual objectives of preserving cultural heritage while simultaneously functioning as an innovative economic strategy that significantly enhances the destination's appeal to culturally-oriented tourists. This sophisticated approach has effectively transformed deeply rooted traditional values into marketable tourism assets, while simultaneously ensuring the intergenerational transmission of knowledge regarding Javanese philosophical foundations and sartorial traditions among market traders. These observed outcomes are strongly supported by the research findings of Annisa et al. (2024), which conclusively demonstrate that the strategic incorporation of local wisdom elements in community-based tourism models effectively increases the competitive advantage of tourist destinations in saturated markets.

The implementation of eco-friendly packaging solutions utilizing locally sourced materials—particularly banana leaves and intricately woven bamboo—has fundamentally enhanced the community's innovative capabilities and environmental consciousness. This forward-thinking program has stimulated critical thinking among traders regarding the ecological footprint and economic implications of their packaging choices, while simultaneously fostering creative problem-solving approaches that align with sustainable tourism principles and reinforce the market's unique identity as an environmentally responsible destination. These transformative outcomes are consistent with the seminal research of Dewi Mulyawati (2024), whose studies have validated the efficacy of eco-design-based training methodologies in significantly enhancing the creative capacities and sustainable practices of ultra-micro and small enterprises.

The resounding success of this intellectual empowerment phase is empirically substantiated by compelling quantitative metrics demonstrating dramatic increases in SME participation numbers, visitor statistics, and annual revenue generation, collectively proving that the empowerment initiatives have made substantial contributions to community economic autonomy and sustainable development. Despite these theoretically optimal achievements according to Sulistiyani's framework, the long-term viability and scalability of

these programs necessitate more consistent policy reinforcement and financial commitment from local government authorities to ensure the perpetuation and expansion of the socioeconomic transformations already accomplished.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the research results, the community empowerment process by Pokdarwis Setopuro in developing Pundensari Market was successfully implemented through three main stages. In the awareness stage, Pokdarwis built community consciousness through participatory socialization in informal forums and structured counseling by the Madiun Regency Disparpora. This success is reflected in the substantial growth of MSMEs, from only 3 businesses in 2019 to 36 in 2024, indicating that the community recognized its economic and tourism potential and began actively participating in development.

In the capability transformation stage, Pokdarwis enhanced community capacity through structured training in food safety (HACCP), digital technology, and service procedures. The impact was significant, with annual turnover rising from IDR 86.4 million in 2019 to over IDR 1.03 billion in 2024, alongside increased visitor numbers. However, reliance on limited self-help funding constrained the reach and continuity of assistance for all traders.

The development of eco-friendly packaging using local materials like banana leaves and woven bamboo further stimulated community innovation. This initiative encouraged critical thinking about ecological and economic impacts and fostered creative solutions that reinforce the market's identity as a sustainable destination. These findings align with research by Mulyawati (2024), which demonstrates the effectiveness of eco-design-based training in boosting the creativity of micro-enterprises. Further supporting this, a study by Sari & Pratama (2023) on community-based tourism emphasizes that long-term entrepreneurial innovation depends not only on skills training but also on access to sustainable markets and environmentally-conscious design thinking, which are critical for maintaining a competitive advantage.

The success of this intellectual capacity building is evident in the quantitative growth of MSMEs, visitors, and turnover, proving that empowerment has fostered economic independence. While these outcomes are optimal within Sulistiyani's framework, program sustainability requires more stable policy and funding support from local government to maintain the progress achieved. Future research should explore integrated funding models and policy frameworks that can enhance the scalability and long-term impact of such community-led tourism initiatives.

Recommendations

1. The Village Government and the Madiun Regency Tourism, Youth, and Sports Office need to integrate awareness programs into the village's routine agenda, such as village meetings, PKK activities, and youth organizations, in a more structured manner, involving community leaders

and youth as agents of change to expand the reach and impact of socialization.

2. Pokdarwis Setopuro should develop tiered and sustainable training modules tailored to the literacy level and age of participants, and establish partnerships with universities or certification institutions to provide more in-depth and accredited training, particularly in the areas of food safety, digital marketing, and excellent service.
3. Local governments need to formally integrate flagship initiatives (separate waste management, Javanese cultural revitalization, and eco-friendly packaging) into regional tourism and environmental policies. This can take the form of village or district regulations that support these sustainable practices, as well as the allocation of a special budget for their maintenance and development.

FURTHER STUDY

Future research could investigate the long-term economic and social impacts of the Setopuro Tourism Awareness Group (POKDARWIS) initiatives on household income, youth employment, and the preservation of local culture in Pundensari Village. A longitudinal study would be valuable to monitor changes in community well-being, entrepreneurship growth, and visitor numbers over several years.

Further comparative studies with other rural tourism destinations in East Java and across Indonesia could highlight best practices, reveal common challenges, and offer strategies for scaling successful models. Researchers might also explore the role of digital marketing, sustainable tourism principles, and public–private partnerships in strengthening market potential.

Additionally, future investigations could examine the effectiveness of capacity-building programs for local residents, including training in hospitality management, financial literacy, and environmental conservation. Understanding gender dynamics and youth engagement in tourism development could provide important insights for creating inclusive, resilient, and culturally authentic tourism initiatives.

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