

COMMUNITY SERVICE FOR POKDARWIS IN INGGRIS JOGJA VILLAGE AS AN EDUCATIONAL TOURISM VILLAGE IN SAPEN, GONDOKUSUMAN, YOGYAKARTA CITY

by M. Lies Endarwati, Anita Mustikasari, Donald Juppy Nababan

ABSTRACT

One of the legendary and most favorite tourist destinations to revisit in Indonesia is the Special Region of Yogyakarta (DIY). There are 17 tourist villages in DIY until 2021. The construction and development of village-based tourist villages is in accordance with Governor Regulation Number 40 of 2020 concerning Tourism Awareness Groups/Pokdarwis. The Yogyakarta City Spatial Plan (RTRW) 2010 – 2029 has determined a strategic city image area for Cultural and Scientific Interests, which includes one of them, the Kotabaru Area which is located in the Gondokusuman Kemantren. This RTRW policy was captured by several community leaders in Kampung Sapen, Gondokusuman who later pioneered Kampung Sapen as an educational tourism destination. Since 2019 Sapen Village has pioneered the Jogja English Village Concept, which adopts patterns and systems from Pare English Village, Kediri, East Java. However, the current conditions and developments are still very far from expectations to boost the people's economy. So far Sapen Village itself has only 2 units of English Houses in Jogja, of which 1 unit is managed by the private sector and 1 unit is managed by 4 residents, which until now are still in very poor condition as an educational tourism destination for English village and have yet to hear its echo in the tourist market. From the results of interviews with initiators and movers, as well as observations in the community, several obstacles were found, namely 1) tourism management managed by Pokdarwis which was still lacking; 2) supporting facilities in supporting tourist villages are still minimal; 3) the residents' English skills are still very minimal, which is one of the basic assets of being an English village, only about 21% of the residents have sufficient skills in spoken English; the rest is still below standard to support English village. For this reason, it is necessary to provide knowledge about business management. In the Independent Campus Learning Program and Key Performance Indicators for Higher Education, students and lecturers are required to think more critically, analytically, and creatively. So that the empowerment of the Pokdarwis of Kampung Inggris Jogja as Educational Tourism can become a chamber of commerce, a Youth Center which will then be beneficial for the development of MSME actors in Yogyakarta in supporting the pace of the economy, especially in Kampung Sapen, Kemantren Gondokusuman, Yogyakarta City through synergy between Pokdarwis Kampung Inggris Jogjakarta and UNY PPM Team through Regional Development Community Service (PkM).

Kata Kunci: *English Learning, Education Tourism Village, Tourism Management, Pokdarwis*