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## **TOWARD INTERNATIONAL STANDARD: THE ROLE OF VILLAGE TOURISM AWARENESS GROUP IN HOMESTAY DEVELOPMENT OF KEMIREN VILLAGE**

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### **ABSTRACT**

*This research aims to analyze the role of Pokdarwis in homestay development, analyze the quality of the homestay with the ASEAN Homestay Standard criteria, and analyze challenges and opportunities in developing a homestay. The method used is descriptive qualitative, with data collection techniques through observation and direct interviews. This study also conducted FGDs with homestay owners, the Head of the Kemiren Traditional Village, Pokdarwis, the Head of Kemiren Village, Banyuwangi Disbudpar, Dancers, PKK, and NGOs. The result of this research is the role of Pokdarwis as a Motivator, Communicator, and Driving Force. The quality of a homestay meets elements of the criteria of the host, activities, location, marketing & promotion, and sustainability principles. Meanwhile, elements of Safety & Security Criteria, Management, Accommodation, Cleanliness & Cleanliness still need to be improved. Challenges in terms of marketing & promotion, management, cleanliness & hygiene, and security & safety still need to be improved. The opportunity is enormous because it has all aspects to meet the accommodation standards of ASEAN-Class Homestay.*

**Keywords:** Homestay Development; Tourism Awareness Group; Community-Based Tourism; International Standard Tourism Village

### **INTRODUCTION**

ASEAN Community Based Tourism Standard (2016) explains that Community Based Tourism (CBT) is Tourism activity, Community-owned, and managed or coordinated at the Community level that contributes to communities' well-being through supporting Sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. The original aim of introducing CBT was to provide a source of income for rural populations by encouraging tourist visits to these communities and allow the locals to provide accommodation for these visitors (Mapjabil et al., 2015). One form of Community Based Tourism is through a tourism village. Tourism Village is a form of integration between the attractions, accommodation, and supporting facilities presented in a structure of people's lives that unite with prevailing ordinances and traditions (Nuryanti, 1983 in between Antara & Arida, 2015).

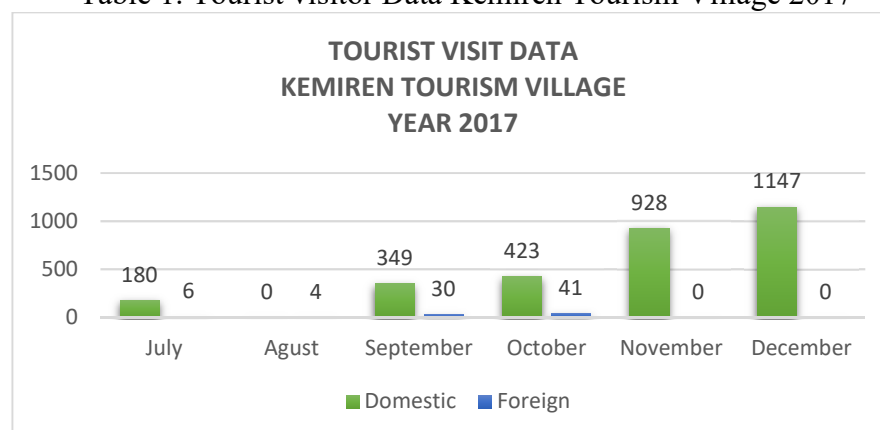
In conducting Community-Based Tourism (CBT), activities must involve all stakeholders involved in the tourism sector. Success in running, developing, and

building tourism needs to have the support of the local tourist areas, the help of the community can determine the success of the development of tourism. The support of the city is critical; therefore, it needs to be a local institution as a container for the society that is responsible for the development of tourism in the region (Musriadi, 2019). Local institutions are instrumental in the event of an area, according to Uphoff 1982, in Musriadi (2019), explaining that local institutions are local community associations that are responsible for the development processes in their regions. In the World tourism institution, local institutions are present in the form of tourism Conscious Group (Pokdarwis). As local institutions, Pokdarwis have a responsibility for the process of tourism development in the region. The presence of the tourism conscious Group as a local institution in the growth and development of tourism is as a responsible party in management or managerial activities because, in essence, Pokdarwis has the authority to regulate Development and development activities by the following provisions.

According to the Tour aware Group manual called the Pokdarwis is a community-based institutional that its members consist of tourism actors who have care and responsibility and serve as mobilizers in supporting Climate is conducive to grow and develop tourism and the realization of SAPTA enchantment in improving the regional development through tourism and benefits for the welfare of the surrounding communities. In the Pokdarwis manual It also explains that the Pokdarwis as a group of self-reliance and community-based people in their social activities are seeking to: improve public understanding of tourism, increase roles and participation Community in the development of tourism, increasing the value of tourism benefits for the community in the event of tourism, the success of tourism generation.

One of the tourist villages in Indonesia that has Pokdarwis is Kemiren tourism Village Banyuwangi. Kemiren Tourism Village is an Osing village which is also used as a cultural heritage village to preserve the Osing tribe. In this region, the population still has a relatively original tradition and culture; some supporting factors such as specialty food, agricultural systems, and social systems are also coloring a tourist village area.

Table 1. Tourist visitor Data Kemiren Tourism Village 2017

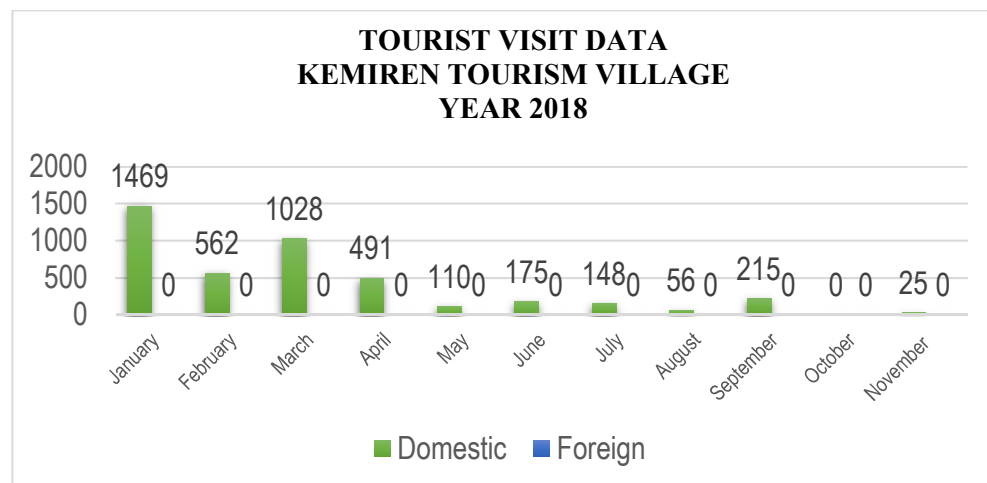


Source: Pokdarwis Kemiren Tourism Village

It can be seen from Table 1.1 that the highest tourist visits of 2017 in December reached 1147 for domestic tourists while the data on foreign tourist visit

at most only 41 people and the tour October can be concluded that in 2017 it is still dominated by local tourists who visit Kemiren Tourism village. Destination domestic and foreign tourists visit Kemiren Tourism Village to know the customs and culture of osing, culinary tourism, see the Arts Gandrung, conduct research, learn dances, attend coffee festivals, batik, and stay at the homestay. So also, data on tourist visits in the year 2018 can be seen in table 1.2 is still in domination by domestic tourists. So that foreign tourists who visit the village of Kemiren new tourism 30%, it is also a challenge for Kemiren tourism village to be able to fly rapidly. Kemiren Tourism village has a potential that is so great to be a tourist destination but still needs good cooperation between the tourism village managers with other parties who can help the tourism village Kemiren can develop with Rapidly. Here also need the role of the Pokdarwis in the development of Kemiren Tourism village so that the level of tourist visits, both foreign and domestic, can be increased rapidly from year to year.

Table 2. Tourist visitor Data of Kemiren Tourism Village year 2018



Source: Pokdarwis Kemiren Tourism Village

Kemiren Tourism Village also provides Homestay for foreign and domestic tourists who come to visit. Homestay in Indonesia is chosen as the Ministry of Tourism priority program because of its advantages such as the time required for development is relatively short (6months), the cost is relatively inexpensive, located in rural areas (tourism villages) and using the architecture of their respective regions, the benefits for local communities are relatively large, the level of leakage (leakages) Low even zero, ownership (ownership) by the local community (Wiarti, 2018). Homestay in Kemiren village has 55 homestays with capacity of 1 (one) room for 2 (two) people and capacity of 2 (two) rooms for 4 (four) persons.

The Homestay is a residence that is partly rented to tourists as well as the interaction between tourists and homeowners. Homestay provides benefits for society that is as a container for participation in the development of tourism in its village, providing employment opportunities in efforts to improve the welfare of the community (Kemenpar, 2017 in Mahadewi, 2018). In Indonesia, Homestay has been the concern of the Government since the existence of Tourism Village program through PNPM Mandiri Tourism, which is held by the Ministry of Culture and

Tourism organized by the Ministry of Culture and Tourism in 2009. In the development of the Tourism Village program, Homestay is part of tourist attraction that is obtained by tourists in the visit to Tourism Village (Mahadewi, 2018).

The Homestay offers a unique and exciting experience, with an understanding of learning with the environment and social interaction with the community as long as tourists stay for the opportunity to spend time with their family and host in enjoying the customs, values, culture and the Life of rural communities (Devkota, 2010 in Mahadewi, 2018). Homestay in Kemiren tourist village managed by local Pokdarwis, the role of Pokdarwis in Kemiren Tourism Village is to manage the Homestay, make tour packages such as culinary tourism and cultural tourism, and the implementation and socialization of *Sapta Pesona*. The role of Pokdarwis in managing Homestay is needed so that accommodation in Kemiren village can apply ASEAN Homestay standard system in providing the destination homestay to both foreign and domestic tourists who choose to stay at Homestay. However, the fact is the Homestay in Kemiren tourism village still needs to be considered both in management and in the quality of the Homestay itself.

This study aims to analyze the role of Pokdarwis in the development of Homestay in the village Kemiren, to analyze the quality of the Homestay in the town Kemiren according to the criteria of ASEAN homestay Standard, as well as to analyze the challenges and opportunities Pokdarwis in development of Homestay in Kemiren Tourism village in Glagah district of Banyuwangi.

## METHODOLOGY

This research uses a qualitative descriptive approach. Also, the descriptive study does not provide treatment, manipulation, or alteration of the variables examined but instead described a condition that is as it is. The only procedure given was the study itself, conducted through observation, interviews, and documentation. The Data that will be used in this research is grouped into two types, namely:

1. Primary Data is obtained through field surveys or direct observation in the tourist village of Kemiren and interviews with Pokdarwis. The first observation was carried out by seeing and observing community-based tourism activities in the Kemiren Tourism Village, as well as discussing with the homestay owner. Then the researcher made a second observation in Kemiren Village but focused more on the role of Pokdarwis in managing homestays in Kemiren Tourism Village. Then conduct a Focus Group Discussion (FGD) with the owner of the Kemiren Village homestay, community leaders & community members of Kemiren Village, Pokdarwis Kemiren Village, Head of Kemiren Village, Dancers, PKK, and NGOs aiming to obtain complete data or information about the role of Pokdarwis in homestay development in Kemiren Tourism Village.
2. Secondary Data, collected from related agencies, study documents that have been conducted on the same subject matter and dig from the study of literature. Secondary Data is obtained by collecting materials from the Department of Culture and Tourism Banyuwangi Regency, studying or reading textbooks, as well as websites. Secondary Data is intended to complement the primary information, so it is expected that data adds undetectable data.

Table 3. List of interview questions on the role of Pokdarwis in the development of homestay in Kemiren Tourism village

No	Questions
1	How is the role of Pokdarwis as a motivator to explore the potential of human resources for the development of Homestay in Kemiren tourist village?
2	How is the role of Pokdarwis as a motivator in developing community awareness of the obstacles to the development of Homestay in Kemiren tourist village?
3	How is the role of Pokdarwis as a communicator in providing information for the development of Homestay in Kemiren tourist village?
4	How is the role of Pokdarwis as a facilitator in guiding technical, strategic, and implementation for the development of Homestay in Kemiren tourist village?

Source: Researcher

Table 4. List of interview questions with Homestay owners and Pokdarwis on quality Homestay in Kemiren tourism village

No	Questions
1	Is the Homestay in Kemiren village a private property of the local community?
2	Is the Homestay in a local village managed by the community?
3	Does Kemiren village have a cultural art show or welcome place for tourists who stay in Kemiren village homestay?
4	Does the Kemiren village community as a homestay provider have a spiritual & physical health and free from criminal records?
5	Does the homestay in Kemiren village reflect the cultural house of the Osing tribe?
6	Does the Homestay Kemiren village already fulfil all the homestay facilities required by tourists such as bedrooms and bathrooms?
7	Does the homestay in Kemiren village include tourists staying in the daily routine of village communities?
8	How is the organization that manages the homestay in Kemiren village?
9	Is there a homestay program activity in Kemiren Tourism village that involved women and local village youth?
10	Is it in the activity of the Homestay program in Kemiren Tourism village that has a transparent database and has a clear SOP?
11	Whether the activity of Homestay program in Kemiren Tourism village has a self-development Program (training), as well as cooperation with other stakeholders (stakeholders) both in community and outside towns and local governments and the central government?
12	Is access to a homestay in a Kemiren tourism village easy to reach, and is there a clear location guide?
13	How does Hygiene & Cleanliness in Kemiren Homestay village?
14	Is the homestay owner of Kemiren Tourism Village following the first aid training, securing, and learning safety and safety SOP Guide for activities that are considered harmful to tourists?
15	Is the homestay in the tourism village of Kemiren doing promotional activities, cooperation with the tour operator, and Web?
16	How is the economic sustainability, Environmental sustainability, Sociocultural Sustainability in Kemiren village homestay?

## RESULTS AND DISCUSSION

### A. Role of Pokdarwis in Kemiren Tourism village in the development of homestay in Kemiren tourist village Banyuwangi

One of the Kemiren tourism village's working programs is to improve the HR management of Homestay & Marketing Homestay at Sosmed Traveloka, Agoda + ITX. Pokdarwis Kemiren Tourism Village also has a management chart so that its institutions' activities can be organized well.

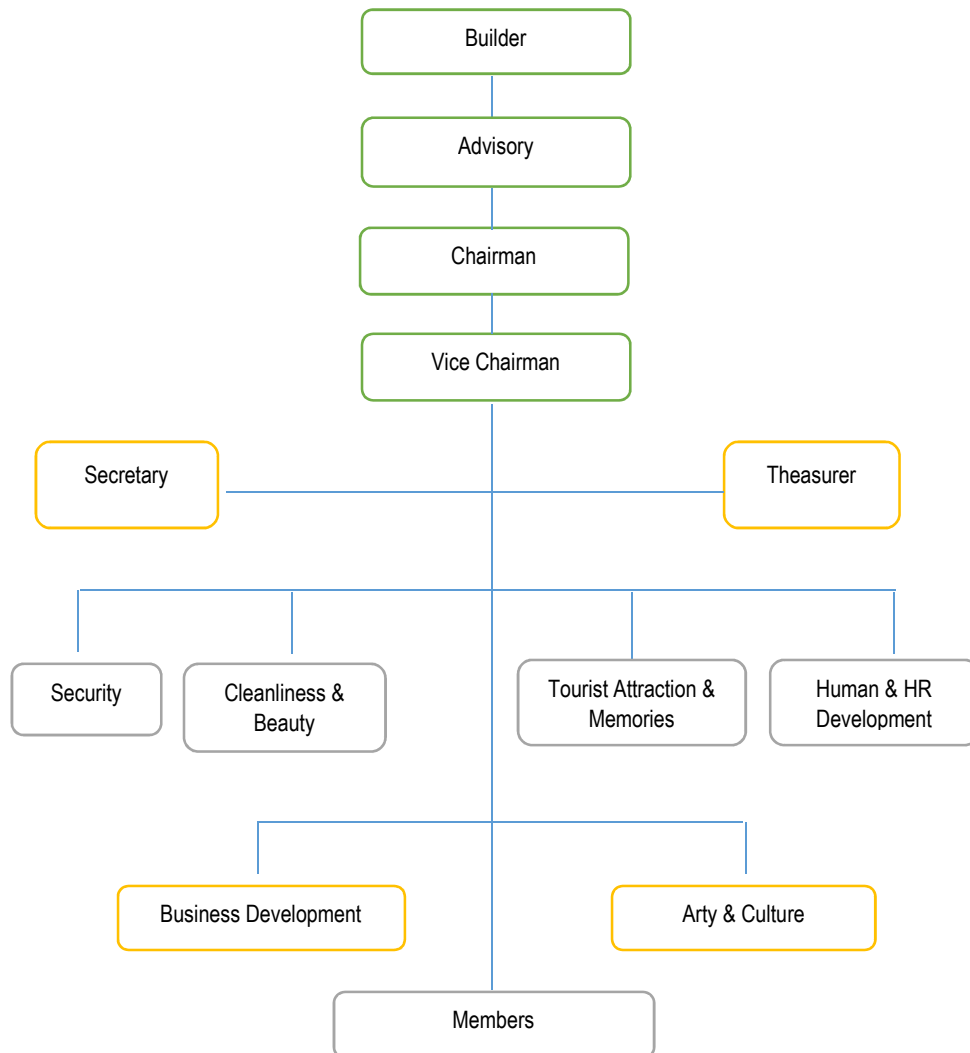


Figure 1. Management Pokdarwis Village Kemiren tour Banyuwangi  
 Source Chart: Pokdarwis Tourism Village Kemiren Banyuwangi



Figure 2. Management Pokdarwis Village tourism Kemiren Banyuwangi  
Source: Pokdarwis Kemiren tourist Village

### **First, the role of Pokdarwis as Motivator in the development of Homestay in Kemiren tourist village**

The purpose of Pokdarwis is essential in the event of tourism villages because the Pokdarwis are the main actors who can determine the development direction of a tourism village (Hani'ah, 2017). As well as the role of the Pokdarwis is enormous in the development of the Homestay in Kemiren tourism village. Motivator conducted by Pokdarwis in Kemiren Tourism village in the development of a Homestay that is ASEAN standard by digging the potential of human resources owned by the local community. By providing socialization about ASEAN Homestay Standard so that local people can implement ASEAN Homestay Standard in Homestay development. Also, the obstacles faced are the HR that manages the Homestay in the village of Kemiren very little so that it can inhibit the growth of Homestay. Here the role of Pokdarwis as a motivator is to encourage local people to be directly involved in the institutional Pokdarwis to develop a homestay in the village of Kemerin. Another obstacle faced by Pokdarwis in the management of Homestay is the location of the Homestay in the town of Kemiren far apart from one another with the number of homestays reaches 55 homestays, so it has difficulty in controlling both in Service and quality of the Homestay itself. So, the role of Pokdarwis as a huge motivator in the development of the Homestay in Kemiren tourism village so that the Homestay can meet the criteria of ASEAN Homestay Standard.

### **Second, the role of Pokdarwis as a Communicator in the development of Homestay in Kemiren tourist village.**

The purpose of Pokdarwis as a Communicator is the companion to receive and provide information from various sources to the community that will be used as a formulation in the handling and implementation of multiple programs and as an alternative problem-solving. Pokdarwis Village Kemiren provides information on the quality of Homestay in accordance with the criteria of ASEAN Homestay Standard For example as Host what to do if there are guests staying in the Homestay, the provision of bedrooms in the Homestay, the rule of Bathing in the Homestay, as well as the activities done with guests staying at the Homestay. The information is



intended to provide excellent service for tourists who visit in Kemiren village homestay. Pokdarwis also do a Briefing with the homestay owner before the tourists stay at Homestay Kemiren Village. Information such as old tourists will stay, food menu to be provided, what activities will be done during the tourism village Kemiren as well as homestay prices. The purpose of the Homestay is ready to accept tourists who will stay. Also, the Pokdarwis evaluate after tourists stay at the Homestay so that the homestay owner can know the lack of service. So, the role of Pokdarwis as a communicator is enormous in the development of Homestay in Kemiren village so that the Homestay can meet the criteria of the ASEAN Homestay standard.

### **Thirdly, the role of Pokdarwis as a Driving Force in the development of Homestay in Kemiren tourist village.**

The purpose of Pokdarwis as a driving force is to guide on technical, strategic, and implementation in the program. The Kemiren Pokdarwis guides the homestay to be the right old house for tourists who stay in the homestay so that tourists can feel like staying at home. Pokdarwis Kemiren also guides the readiness of homestay in welcoming guests at short notice. Because many tourists can come anytime or without the order in advance. Pokdarwis also encourage the village community to engage in the organization Pokdarwis because to take care of the homestay that amounted to 55 homestays is not an easy task to do with the current limited number of human resources Pokdarwis. So, the role of the Pokdarwis as a substantial driving force in the development of the homestay in the village Kemiren.

### **B. Quality Homestay Village Tourism Kemiren Banyuwangi adjusted to the criteria ASEAN Homestay Standard**

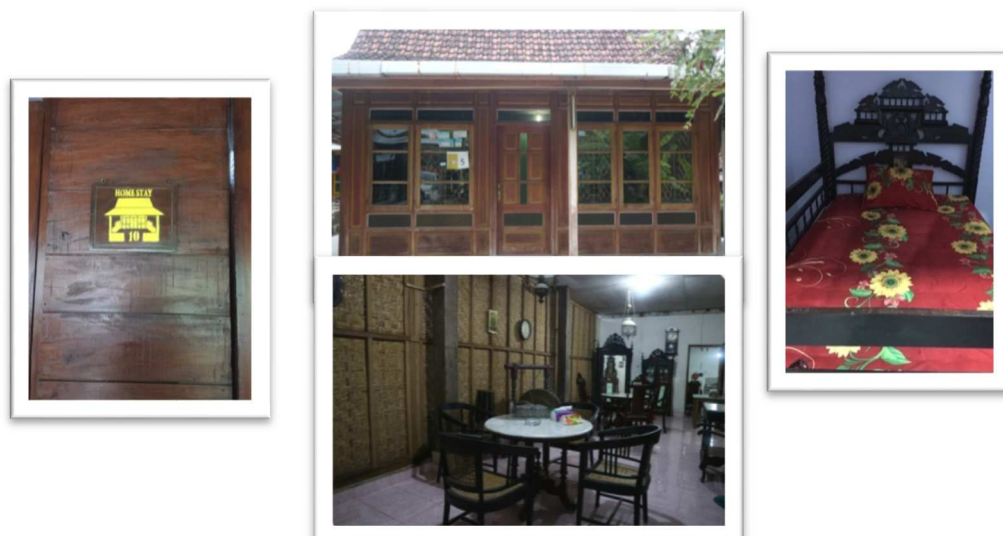


Figure 3. Homestays in Kemiren Tourism village  
Source: Researchers and Pokderwis village Kemiren

The beginning of the establishment of Homestay in Kemiren Tourism Village Banyuwangi from the presence of students who are assigned to stay at home residents in Kemiren village, the goal is to make students feel the life of rural. The selection of regional sons is obliged to stay at home residents from there began to



many residents of the Kemiren village that rent their rooms to tourists. In the year 2014, there is 60 Homestay then the year 2015 is selected again into 55 Homestay until now.

**Criteria Host**, according to ASEAN Homestay Standard regarding the readiness of the perpetrators, in this case, the community and homestay owners, include knowledge, skills, and attitude in accepting the presence of tourists. The Kemiren Tourism village's readiness in Homestay management seen from already have 55 homestays where the homestay belongs to the local community and managed by the tourism Conscious Group (Pokdarwis) so that the homestay activity reflects Direct involvement of village communities. As homestay owners, Kemiren Village community is ready to accept tourists who stay in homestay either in readiness to prepare the room or provide food and beverage service typical of Kemiren village-like Uyah ASEM, Pecel Pitik, Sego Tempong, etc. for tourists. The community attitude in accepting the guests is very polite already by regular grooming in taking tourists, starting from picking up direct tourists and delivering tourists to the homestay so that tourists can feel well received by Homestay owners. Because the homestay concept in Kemiren village is tourists will stay with the host or owner of the homestay, tourists can interact directly with the host.



Figure 4. Owner Kemiren Holiday Village  
Source: Researcher

**Criteria Accommodation** according to ASEAN Homestay Standard can be seen from three things, namely house building, bedroom and toilet. This means that the homestay building is characterized by local culture, equipped with electricity and clean water facilities. Bedrooms are no more than four rooms in one house building, equipped with comfortable beds, electric sockets, mirrors, tables, chairs and wardrobes, and sheets should be changed as needed. For toilets and bathrooms, the most important thing is cleanliness and the availability of clean water. For the aspect of the house/homestay building, it already reflects the traditional Osing house culture, even though it is a traditional house building but the traditional Osing still characterizes the roof structure. Furniture such as tables, chairs, and antique cabinets is a legacy from the ancestors of the local community available at the homestay. There is a separate guest room with homestay owner's office and bathroom. Bedroom facilities include a small wardrobe, mirror, electrical outlet, TV, fan, and wall clock provided by the homestay owner. There are standard beds and suitable for single and double beds with comfortable mattresses and pillows.

For the bathroom and there is also a sitting or squat toilet in the homestay, which is relatively clean. The homestay owner does not provide only towels, soap, shampoo, toothpaste facilities, so a traveller must bring toiletries. There is also a living room at the Kemiren homestay so tourists can interact directly with the host or homestay owner.



Figure 5. House building, bedroom, and bathroom Kemiren tourist village  
Sources: Pokderwis Village Kemiren & researcher



Figure 6. Homestay Living room  
Source: Researcher

**Criteria Activities**, according to ASEAN Homestay Standard, can include tourists in every community activity, whether it is farming, daily routine, and cultural arts. The primary purpose of tourists choosing to stay in a homestay is to interact or experience people's lives so that they become knowledge and memories of their own. Tourists undertake activities during their stay in the village homestay Kemiren by looking at the coffee-making process Kemiren village, inviting tourists to surround the town Kemiren, attract tourists to see the process of making local food Banyuwangi, See the culture and traditional dances of Kemiren tourism village, as well as grinding the rice fields. Kemiren Tourism Village actively

maintains its identity, value, and learning so that guests staying in the homestay have a different picture or experience as long as the village of Kemiren such as visiting the Osing tribe's tomb as a sign Permit application to see Kemiren village.



Figure 7. Homestay owner interaction with travellers.  
Source: Researcher





Figure 8. Activities in coffee making and viewing dances/cultural tourism Village Kemiren

Source: Researcher

**Management Criteria**, according to ASEAN Homestay Standard, concerns five aspects, namely Leadership, Organization, Database, Capacity Building and Training, and Collaboration. In short, the Homestay program must be led by a community who is capable and skilled in the briefing, has a clear organizational structure, involves women and village youth, follows business standards, has a transparent database, has bright SOPs, has independence. -development programs, and in collaboration with other stakeholders, both inside the village and outside the city. Kemiren Tourism Village is led by a village head who manages everything for the development of a tourist village. For the organizational aspect, it can be seen that the arrangement of the homestay is a conscious tourism group (Pokdarwis), here the role of pokdarwis is enormous in the development of homestays such as increasing human resources in homestay management and homestay marketing on social media. Pokdarwis also arranged for the distribution of 55 homestays in Kemiren Village, and the aim was that the homestays could be evenly distributed and could help the local community's economy. The homestay management in Kemiren Tourism Village itself involves women and village youth because most homestay owners are women. Meanwhile, young people work in the Pokdarwis organization and function as tour guides for tourists visiting Kemiren. For the database aspect, it can be seen that each homestay has a guest book to record visitor visits who stay at the homestay. The collaboration aspect can be seen from the training on homestays organized by the local government so that they can know how to manage a homestay in a tourist village, but it is not optimal because it has just attended training or seminars





Figure 9. Guest books for Homestays in Kemiren Tourism village  
Source: Researcher



Figure 10. Involvement of youth Tourism village in development in Kemiren Tourism village  
Source: Researcher



Figure 11. Kemiren Tourism Village cooperates with local and central governments by conducting Homestay training  
Source: Pokdarwis

**Criteria Location**, according to ASEAN Homestay Standard, can be accessed by any mode of transportation and ease to the homestay location, and the location of the homestay is precise.



Figure 12. Map of Homestay in Kemiren Tourism village  
 Source: Researcher

Access to the homestay location in Kemiren Village is effortless. When tourists arrive at Kemiren Tourism Village, you can see a map of the homestay or directions to Homestay Kemiren Village to make it easier for tourists. Also, homestays in the village of Kemiren have a signboard that makes it easy for tourists to find homestays.

**Criteria Hygiene and Cleanliness**, according to ASEAN Homestay Standard from the aspect of the House (Kitchen, Bedroom, and Toilet) that the tourism village Kemiren have rooms, kitchen and toilet clean and free from odour unpleasant, dirt, spider webs, etc.

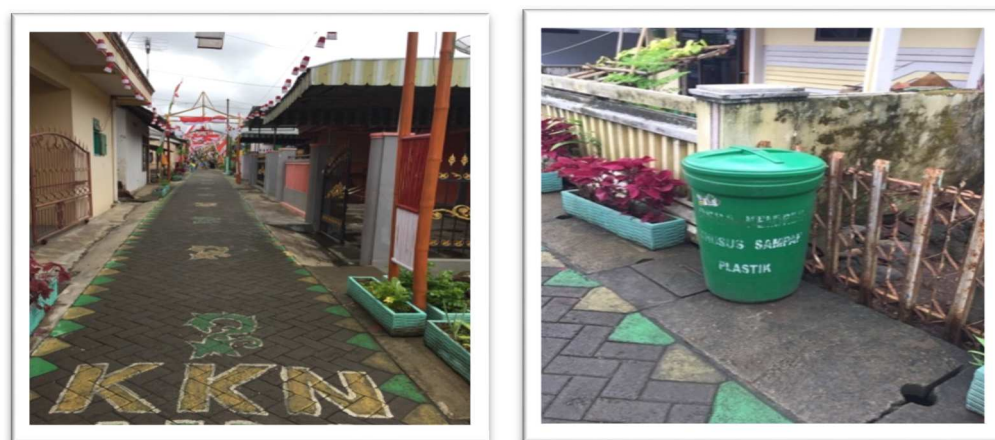


Figure 13. Kemiren Tourist Village Environment  
 Source: Researcher



The aspects of cleanliness and hygiene can be seen from the house building, the surrounding environment, and food and drinks preparation in the Kemiren Tourism Village, far from dangerous diseases. The atmosphere around the homestay is immaculate and well-maintained, seen from each house a trash can is provided to keep the village clean as well as aspects of Food Preparation can be seen from the kitchen in good condition, clean and well ventilated. Used kitchen utensils are in good condition, unused and stored in a dry place.



Figure 14. Dining room and kitchen Homestay Kemiren village  
Source: Pokdarwis

**Criteria Safety and Security**, according to ASEAN Homestay Standard, includes first aid training, security guard, security and safety markings on individual posts, Safety and Safety Guide (SOP) for harmful activities, insurance, accidents, and emergency and evacuation procedures. Kemiren Tourism Village has never conducted first aid training for tourists visiting tourist villages in the event of an accident or disaster. Likewise, the safety and security SOP guidelines for activities that are considered detrimental do not yet exist, only if a tourist experiences illness, a clinic for first aid is available. So, for safety and security criteria that need to be carried out, individual repairs must have security and safety SOPs for activities deemed to be detrimental, accident insurance, as well as emergency and evacuation procedures for guests/tourists staying at the homestay.

**Criteria Marketing and Promotion**, according to ASEAN Homestay Standard, consists of three aspects, namely Promotion Activities, Partnership with Tour Operators, and Web Marketing. In the view of Promotion Activities that the village of Kemiren already has tour packages such as cultural tour packages, cultural education packages, local culinary packages Kemiren village. While seen from the aspect of Web Marketing that the marketing homestay is also done through the Web village Kemiren as well as websites from Kemenpar Indonesian travel, so does social media through Instagram. For the aspects of Partnership with Tour Operator can be seen from the village Kemiren already cooperate with Tour operators such as Travelokal and booking.com, there is also cooperation through the program from the university that has subscribed or does a comparative study Will stay at a homestay.

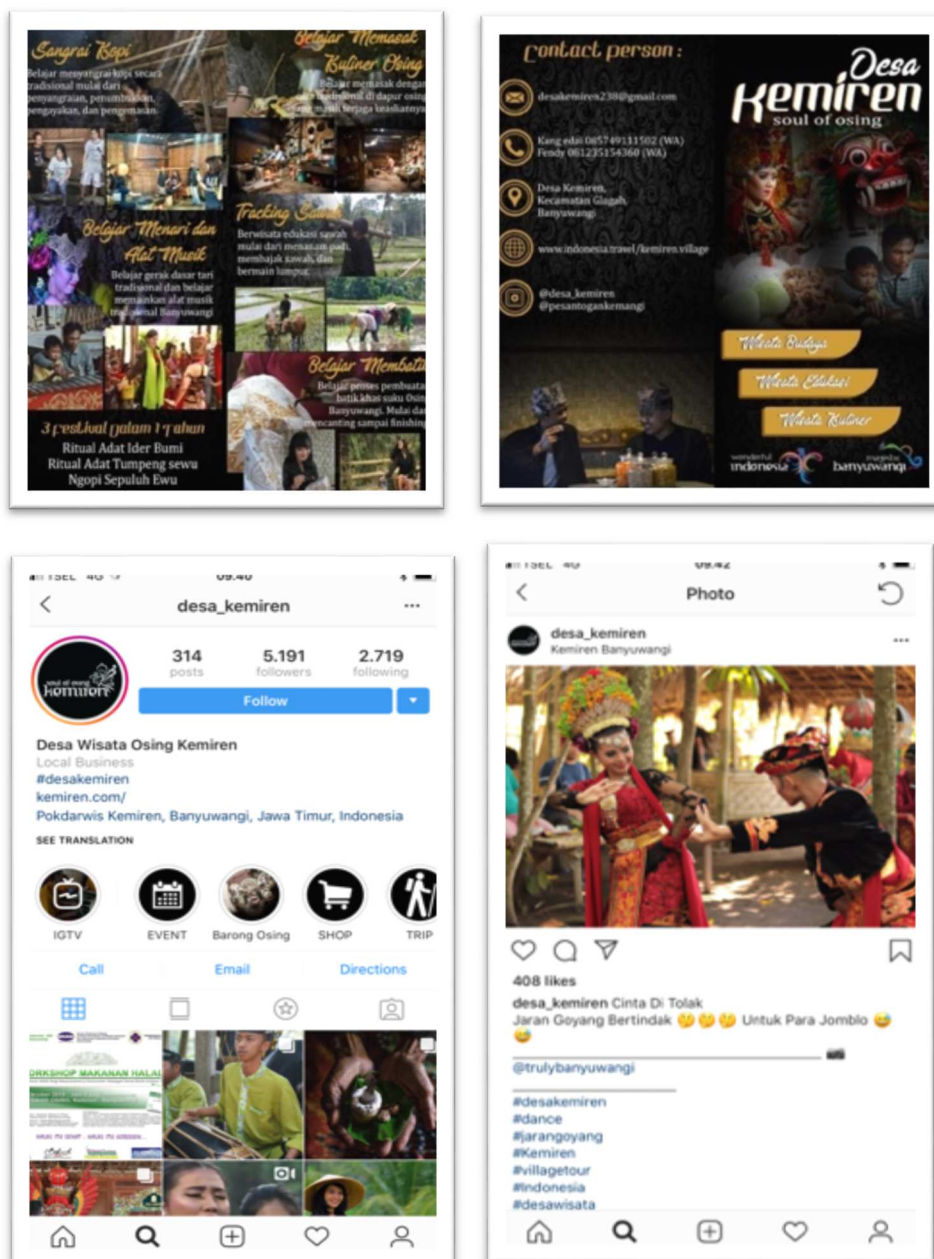


Figure 15. Holiday Packages & Instagram Village Kemiren  
Source: Pokdarwis

**The Criteria Sustainability Principle**, according to ASEAN Homestay Standard, covers three aspects, namely Economic Sustainability, Environmental Sustainability, Sociocultural Sustainability. Judging from the Economic Sustainability aspect, those working in the Pokdarwis organization are Kemiren tourism village communities, so that the income from the homestay is beneficial for the village community itself. Also, tourists who stay at the homestay not only stay overnight but also see and buy products produced by the surrounding community, such as typical Kemiren village coffee, t-shirts, batik cloth, udeng, scarves, etc. So that the village community's economy can be felt by all local people, not only homestay owners, besides that, seen from the aspect of Environmental

Conservation, the Kemiren village community protects the surrounding environment, especially the homestay environment. Meanwhile, the Sociocultural Sustainability aspect can be seen from the role of the local community in preserving local culture, one of which is by holding the Tumpeng Sewu festival, which is a festival to maintain the culture of Kemiren Village and can attract tourists and employees to visit Kemiren Tourism Village.



Figure 16. Typical Coffee village Kemiren & Festival Tumpeng Sewu  
Source: Researcher

### C. The challenges and opportunities of Pokdarwis in the development of the Homestay in Kemiren Tourism village in Glagah district Banyuwangi.

Challenges in the development of homestay in Kemiren Tourism village Banyuwangi:

1. From the Marketing and promotion criteria faced by Pokdarwis, the first challenge is where homestay facilities have not been in common concept in every homestay in the village of Kemiren, still, various images but the price is the same so to determine the homestay marketing is still not standard.
2. The second challenge, from **the Management criteria** where the homestay owned by Kemiren Village, amounted to 55 homestays, but the homestay's location/layout is separated from each other, so that it has difficulty in coordinating the homestay with one another. And human resources are still lacking in the management of homestay while there is 55 homestay that must be managed jointly.
3. The third challenge, from **the criteria for Hygiene and Cleanliness** in the village of Kemiren, does not yet have the same hygiene standards for each homestay. So, it is necessary to make guidelines for cleaning homestays in the town of Kemiren, so that 55 homestays have the same standards in hygiene and cleanliness.
4. The fourth challenge, from **the criteria of Safety & Security**, where the Homestay in Kemiren village does not have a guide for security and safety SOP for activities that are considered harmful to tourists who stay, only if there is a sick traveler there is a clinic for first aid.

Opportunity in the development of homestay in Kemiren Tourism Village Banyuwangi:

The first opportunity in developing a homestay in the tourist village of

Kemiren is enormous because the location of the city is very strategic, easy to reach from the airport, close to the city center of Banyuwangi and close to the Ijen crater tourist spot which is the icon of Banyuwangi City which can make it easier for tourists to visit and stay at Kemiren village homestay. The second opportunity, Kemiren Tourism Village, has exciting attractions, such as the original culture and traditions of the Osing tribe, which are the uniqueness and characteristics of Banyuwangi. This can also encourage tourists to come and stay at Desa Homestay Kemiren. The third opportunity, Kemiren Tourism Village has various and varied tourism products, including natural tourism, culinary tours, batik crafts, the traditional traditions of the Osing tribe; This is also an opportunity that can attract tourists to visit and stay at the Kemiren Village Homestay.

## CONCLUSION

The role of the Pokdarwis in the development of the homestay in the village of Kemiren first as a motivator, second as a communicator and third as mobilizer. The homestay quality based on the criteria of ASEAN Homestay Standard has fulfilled the requirements of Host, Activities, Location, Marketing and promotion, and Sustainability Principle. While the elements of Safety & Security, Management, Accommodation, Hygiene & Cleanliness still need quality to meet ASEAN standard Homestay standard.

The challenges faced by the Pokdarwis in the Homestay development of Marketing and promotion criteria, Management criteria, Hygiene and Cleanliness criteria, and Safety & Security criteria still need to be improved to meet the ASEAN criteria Standard Homestay. The opportunities of Pokdarwis in the development of the homestay is huge because it has all aspects to have accommodation that is of the ASEAN family homestay Standard. Kemiren tourism village has all elements for the development of the homestay.

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