

EXPLORING THE KNOWLEDGE OF POKDARWIS IN SAWAN DISTRICT OF BALINESE-INDONESIAN-ENGLISH SYNONYMS RELATED TO FORM AND MEANING OF LEXICON USED IN TRADITIONAL BALINESE KITCHEN

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Abstract

This study aimed at investigating the knowledge of *Pokdarwis* (tourism aware group) in Sawan district of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen and describe problems faced by *Pokdarwis* in increasing their knowledge of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen. This descriptive study used quantitative and qualitative approach by involving sixteen (16) members of *Pokdarwis* in Sudaji, Lemukih, Galungan and Sekumpul villages as the subject of the study. The data of the study were collected by distributing questioner, interview and documentation. The collected data were analyzed quantitatively by using descriptive statistic. Meanwhile qualitative analysis was conducted through data reduction, data display and conclusion steps. The result of the analysis shows that *Pokdarwis* knowledge in Sawan district of Balinese-Indonesian-English synonym of form and meaning of lexicon related to traditional Balinese kitchen in welcoming to Balinese kitchen, introducing functions of Balinese kitchen, describing Balinese kitchen architecture, describing tools used in Balinese kitchen, describing cooking process, and describing Balinese kitchen rituals obtained an average indicator in the score range of $40 < X < 50$ which means that it is categorized as fairly good category. Meanwhile, the non-existence of practical learning material that they can use as a guidance in giving cultural-based tourism activities service especially cooking lesson activity was claimed as the biggest problem which make them lack of confidence in giving the service.

Key Words: *cultural based tourism, lexicon, Pokdarwis, synonym, traditional Balinese kitchen*

Introduction

As the largest regency in Bali, Buleleng regency has so many interesting natural spots and unique local culture which is very potential to be developed as the center of nature-based tourism and community based tourism destination. Recently, there is a tendency of both domestic and overseas tourism markets to move from glamorous tour packages that over accommodation and tourist activities in crowded touristic area to community-based tourism products that offer a variety of unique and attractive tour packages that enables them to interact more with the local people. This specific tourism markets are looking for places where they can find/experience tour packages which is a combination of nature, culture, local attractions, and the way of life of the community.

The tendency of this market trend has been seriously managed in some places by village leaders, as well as community groups as pioneers of tourism activities development known as *Pokdarwis* (tourism awareness group) together with the local community to make the villages / areas a popular village tourist destination. As the pioneer of the growth and development of tourism activities in the region, *Pokdarwis* has important role; 1) to improve the position and role of the community as an important subject or actor of tourism development, and to

synergize and partner with relevant stakeholders in improving the quality of tourism development in the region; 2) to build and foster the community support by realizing the Sapta Pesona values for the development of tourism and beneficial for its regional development and welfare community; 3) to promote, conserve and take advantage of tourism potential in their respective regions (Direktur Jenderal Pengembangan Destinasi Pariwisata Kementerian Pariwisata dan Ekonomi Kreatif, 2012). Pokdarwis has a very strategic role for the growth and development of sustainable tourism in their own area. As one of the icon of nature-based tourism spot in the northern part of Bali, Sekumpul waterfall has become a favorite tourism destination not only for foreigners but also for domestic markets. Since 2014 the existence of the waterfall has become a magnet for those who wish to explore authentic nature. Some travel agencies as well as free land tour organizers put this nature-based tourism attraction in their tour itineraries that contribute positively to the progress of tourism activities not only in Sekumpul village but also tourism activities in some other villages in Sawan district.

The natural and community-based tourism developed has become the magnet for those tourism markets who wish to get closer to the nature as well as the local Balinese way of life. So far, tourism markets in Buleleng regency is dominated by European market; Germany 22.25%, France 20.15%, Holland 17,05%, Australia 15.12%, Denmark 14,03%, and Amerika 10.05%. (Dispar Kabupaten Buleleng 2018).

However, the number of visitors to this regency is relative small compared to the number of tourists visit to other regencies in Bali. Gianyar regency, for example, in 2018 about 2.7 million visitors come to this regency which is wellknown as the center of art. The chairman of Dinas pariwisata Gianyar regency claimed that the number of visitors to this regency exceeds the target about 2.6 million (Bali Travel News, 2019).

As the pioneers of the development of tourism activities, Pokdarwis in the villages motivating the village people to actively take contribution to promote the villages as favorite tourism destination by using their own houses as guest houses, creating nature-based tourism activities as well as unique cultural-based tourism activities. There are some tour packages offered by the villages; nature based-tourism activities (trekking, cycling, water slide, etc), cultural based tourism activities (coconut oil making process, cooking lesson, Balinese dance lesson, traditional Balinese music lesson, etc.). The result of informal interview to ten tour organizers in Sudaji, Menyali, Sekumpul, Galungan, and Lemukih villages shows that some activities which is related to traditional Balinese kitchen has become the most favorite tourism activities besides nature-based tourism activity. They further claimed that guests are interested not only with the taste and the process of making the local culinary but they also interested with specific terms used related to traditional Balinese kitchen. The guests who take cooking lesson, for example, are interested to know architecture of traditional Balinese kitchen, name of materials and kitchen utensils used, cooking process, local belief related to traditional Balinese kitchen, as well as functions of traditional Balinese kitchen besides for cooking. It means that those people involved in guiding/handling cultural-based tourism activities like cooking lesson must have both cultural knowledge as well as good English skill.

However, it can't be denied that Pokdarwis in Sawan district still have problem with knowledge of tourism and English skills. The head of Pokdarwis in Galungan village, for example claimed that Pokdarwis in his village have very limited knowledge in tourism as well English communication skill. The same problem also claimed by Komang Hermawan (the head of Pokdarwis in Sekumpul village). According to Hermawan, lack of tourism knowledge and English communication skills have made Pokadarwis in the village feel less confident in handling cultural based-tourism activities like cooking lesson. They very often avoid explaining those specific terms as well as concept/meaning because they do not know how to explain them

in good English. This condition directly affects the guests/customers feeling/comments/satisfaction to the activities taken. Customer satisfaction on a tourist attraction is a reflection of the service quality from the guests themselves. According to Kotler (Suastuti, 2012) satisfaction is a feeling of someone's pleasure or disappointment who arises after comparing the performance (results) that is thought to the expected performance (outcome). In hospitality industry, to achieve maximum tourist satisfaction is very crucial issue to consider since it is directly/indirectly resulted in customers loyalty. Customer's satisfaction on the facilities and services in tourism attractions/objects, for example, greatly impact on the tourists' impression. Customer satisfaction must be taken in the first priority to create customer positive impression which influence positive image of the village as tourism destination. Increasing Human Resources quality is highly needed to win global competition. It implies that education system and tourism training is urgent to be conducted (Priowanto, 2001).

Some studies have been conducted by previous researchers to know the role of Pokdarwis. Suryawan (2016) investigated “The role of Pokdarwis in Sendang Arum in developing tourism potency. The result of this case study shows roles of Pokdarwis in Sendang Arum; 1) introducing, preserving, and utilizing tourism potency, 2) managing tourism, 3) increasing the knowledge and skills of Pokdarwis members and the community, and 4) cooperating with other organizations. Yolla (2019) investigated the role of Pokdarwis in Sonokeling in developing Basecamp tourism in Tanggamus Mountain. This study investigated the role of Pokdarwis by using functions of management by George R. Terry. This study also investigated factors that support and factors that become obstacles both intern and external of Pokdarwis. These previous studies investigated the role of Pokdarwis in developing tourism in their own area. These studies also investigated factors that support and factors that become obstacles for Pokdarwis in developing/growing tourism in their area. However, studies that investigate Pokdarwis knowledge and skills, more specifically knowledge of Balinese-Indonesian-English synonyms related to form and meaning of lexicon of traditional Balinese kitchen have not been conducted.

Based on the above explanation “Exploring the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen” is urgent to be conducted. This study aimed at investigating the knowledge of *Pokdarwis* (tourism aware group) in Sawan district of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen and describe problems faced by *Pokdarwis* in increasing their knowledge of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen. This study is urgent to be conducted to increase the quality of Pokdarwis in Sawan district in terms of knowledge of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen. The knowledge is highly needed to increase their confident in giving guiding service particularly in conducting/guiding cultural-based tourism activity like cooking lesson.

Methods

This descriptive study used quantitative and qualitative approach by involving sixteen (16) members of *Pokdarwis* in Sudaji, Lemukih, Galungan and Sekumpul villages as the subject of the study. The data of the study were collected by distributing questioner, interview and documentation.

Questioner was distributed to get data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen in handling cooking lesson as one of cultural-based tourism activity including

their knowledge of using Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen in handling cooking lesson in; 1) welcoming to Balinese kitchen, 2) introducing functions of Balinese kitchen, 3) describing Balinese kitchen architecture, 4) describing tools used in Balinese kitchen, 5) describing cooking proses, 6) describing Balinese kitchen rituals.

Interview was conducted to complete the data got from questioner distribution of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen in handling cooking lesson as one of cultural-based tourism activity including their knowledge of using Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen in handling cooking lesson in; 1) welcoming to Balinese kitchen, 2) introducing functions of Balinese kitchen, 3) describing Balinese kitchen architecture, 4) describing tools used in Balinese kitchen, 5) describing cooking proses, 6) describing Balinese kitchen rituals. The interview guide was developed based on SOP (Standard Operational Procedure) in handling cooking lesson. Interview was also conducted to get data of those problems faced by Pokdarwis in increasing their knowledge of Balinese-Indonesian-English synonyms of form and meaning of lexicon related to traditional Balinese kitchen.

The data were analyzed using quantitative descriptive statistical analysis techniques through the calculation of the mean (M) and standard deviation (SD). The obtained scores were then entered in the category table using a rating scale and grouped into; excellent, good, average, poor, and very poor categories. Meanwhile qualitative analysis was used for supporting the quantitative analysis. The qualitative data in this study were analyzed using the stages of data reduction, data presentation, and conclusion drawing.

Finding and Discussion

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Welcoming to Balinese Kitchen”.

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” was obtained through questionnaire, interview and documentation technique. The result of the analysis of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” The results of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the he knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” is shown in the following table.

Table 1. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Welcoming to Balinese Kitchen”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	4	25
3	Average	$40 < X < 50$	10	62
4	Poor	$30 < X < 40$	2	13
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 62 % of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Welcoming to Balinese Kitchen” is in average category. 25 % are in good category and 13 % in poor category. It shows that the majority of

the member of Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “Welcoming to Balinese Kitchen”

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Introducing functions of Balinese kitchen”

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Introducing functions of Balinese kitchen” was obtained through questionnaire, interview and documentation technique. The result of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Introducing functions of Balinese kitchen” is shown in the following table.

Table 2. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Introducing functions of Balinese kitchen”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	3	19
3	Average	$40 < X < 50$	9	56
4	Poor	$30 < X < 40$	4	25
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 56 % of the knowledge of Pokdarwis in Sawan District of Balinese Indonesian-English Synonyms in “Introducing functions of Balinese kitchen” is in average category. 19 % are in good category and 25 % in poor category. It shows that the majority of the member of Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “Introducing functions of Balinese kitchen”.

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Describing Balinese kitchen architecture”

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “*Describing Balinese kitchen architecture*” was obtained through questionnaire, interview and documentation technique. The result of the analysis of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” The results of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Describing Balinese kitchen architecture” is shown in the following table.

Table 3. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Describing Balinese kitchen architecture”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	4	25
3	Average	$40 < X < 50$	7	44
4	Poor	$30 < X < 40$	5	31
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 56 % of the knowledge of Pokdarwis in Sawan District of Balinese Indonesian-English Synonyms in “Describing Balinese kitchen architecture” is in average category. 19 % are in good category and 25 % in poor category. It shows that the

majority of the member of Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “Describing Balinese kitchen architecture”.

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Describing tools used in Balinese kitchen”

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Describing tools used in Balinese kitchen” was obtained through questionnaire, interview and documentation technique. The result of the analysis of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “describing tools used in Balinese Kitchen” The results of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the he knowledge of Pokdarwis in “Describing tools used in Balinese kitchen” is shown in the following table.

Table 4. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Describing tools used in Balinese kitchen”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	4	25
3	Average	$40 < X < 50$	8	50
4	Poor	$30 < X < 40$	4	25
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 56 % of the knowledge of Pokdarwis in Sawan District of Balinese Indonesian-English Synonyms in “Describing tools used in Balinese kitchen” is in average category. 19 % are in good category and 25 % in poor category. It shows that the majority of the member of Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “Describing tools used in Balinese kitchen”.

From the result of questionnaire there are some specific terms that the respondents do not use properly. They use Indonesian terms when they are supposed to use Balinese terms. Those words are:

Table. 5

Indonesian	Balinese
Gelas	Lumur
Panci	Payuk
Korek	Colok
Bangku	Dampar
Pintu	Jelanan

When respondents are supposed to mention names of specific terms used in traditional Balinese kitchen in Balinese terms, they mentioned those words mentioned in above table in Indonesian. During the informal interview they mentioned that they use/mentioned these terms in Indonesian because they use these words in everyday communication. It indicates that although Balinese is native language for Balinese people, some terms are not used in everyday communication.

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “Describing cooking process”

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Describing cooking process” was obtained through questionnaire, interview and

documentation technique. The result of the analysis of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” The results of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the he knowledge of Pokdarwis in “Describing tools used in Balinese kitchen” Sawan district of Balinese-Indonesian-English synonyms in “Describing cooking process” is shown in the following table.

Table 5. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “*Describing cooking process*”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	4	25
3	Average	$40 < X < 50$	9	56
4	Poor	$30 < X < 40$	3	19
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 56 % of the knowledge of Pokdarwis in Sawan District of Balinese Indonesian-English Synonyms in “*Describing cooking process*” is in average category. 19 % are in good category and 25 % in poor category. It shows that the majority of the member of Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “*Describing cooking process*”.

From the result of questionnaire, most of respondents can’t differentiate/explain the term “*nglablab, ngengseb, and nguskus*” in English properly. They use the term “boil” for those words in English. In Balinese, the terms “*nglablab, ngengseb, and nguskus*” has different method of cooking. They should mention the term properly to make clear cooking instruction.

The knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “*Describing Balinese kitchen rituals*”

The data of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Describing Balinese kitchen rituals” was obtained through questionnaire, interview and documentation technique. The result of the analysis of the knowledge of Pokdarwis in Sawan district of Balinese-Indonesian-English synonyms in “Welcoming to Balinese Kitchen” The results of the analysis shows the score range of $40 < X < 50$, which means it is in the average category. The frequency distribution of the knowledge of Pokdarwis in “Describing Balinese kitchen rituals” is shown in the following table.

Table 6. Frequency Distribution Scores of the knowledge of Pokdarwis in Sawan District of Balinese-Indonesian-English Synonyms in “*Describing Balinese kitchen rituals*”

No	Category	Score Range	Frequency	%
1	Excellent	$X > 60$	0	
2	Good	$50 < X < 60$	3	19
3	Average	$40 < X < 50$	7	44
4	Poor	$30 < X < 40$	6	37
5	Very poor	$X < 30$	0	
Total			16	100

The above table shows 56 % of the knowledge of Pokdarwis in Sawan District of Balinese Indonesian-English Synonyms in “*Describing Balinese kitchen rituals*” is in average category. 19 % are in good category and 25 % in poor category. It shows that the majority of the member of

Pokdarwis have average knowledge of Balinese-Indonesian-English Synonyms in “*Describing Balinese kitchen rituals*”.

From the result of the questionnaire, most of the respondents use the term “*holy water for cleansing*” in explaining the term “*tirta penglukatan*”. In Bali, *tirta penglukatan* has a very important function to purify our mind and soul. It has different function from common water which is normally used to clean our body. The cultural meaning of “*tirta penglukatan*” loss when it is translated incorrectly.

Translation is an art of transforming meaning of one language to other languages. It is a process of figuring out the meaning which need the ability of imagination in interpreting the meaning. Sense of creativity is highly needed in making form in target language which carries appropriate meaning as in source language (Yamayanti, 2020).

There are some factors that the respondents claimed as their obstacles in increasing their knowledge of Balinese-Indonesian-English synonyms related to form and meaning of lexicon used in traditional Balinese kitchen. First, they mentioned the unavailability of guide book that they can use as a guidance in handling cultural-based tourism activity more specifically cooking lesson. Second, they claimed they never follow/get involved in a training program which enables them to learn how to handle cultural-based tourism activity. Third, they mentioned that they did not learn English seriously so far. Most of them said they learnt English only when they were in Senior High School. The further mentioned that their limited knowledge of English vocabulary make them feel less confidence. It approves what has been claimed by the head of Pokdarwis in Galungan and Sekumpul villages who mentioned that Pokdarwis in the village feel less confident in handling cultural based-tourism activities like cooking lesson. Consequently, they very often avoid explaining those specific terms as well as concept/meaning because they do not know how to explain them in good English. This condition directly affects the customers satisfaction to the tour activities taken. Service quality on the tourist attraction is the key for customer satisfaction. According to Kotler (Suastuti, 2012) satisfaction is a feeling of someone’s pleasure or disappointment who arises after comparing the performance (results) that is thought to the expected performance (outcome).

Achieving maximum tourist satisfaction must be taken into first priority in hospitality industry to maintain customers’ loyalty. Customers’ good or bad impression is greatly influenced by their satisfaction on the facilities and services they experienced in tourism attractions/objects. Customer positive impression influence positive image of the village as tourism destination. Education system and tourism training is urgent to be considered to increase human resources quality.

Conclusions

Pokdarwis knowledge in Sawan distric of Balinese-Indonesian-English synonym related to form and meaning of lexicon used in traditional Balinese kitchen in welcoming to Balinese kitchen, introducing functions of Balinese kitchen, describing Balinese kitchen architecture, describing tools used in Balinese kitchen, describing cooking process, and describing Balinese kitchen rituals obtained an average indicator in the score range of $40 < X < 50$ which means that it is categorized as fairly good category

There are three main factors that become obstacles for Pokdarwis in giving guiding service particularly cultural based activities related to 1) the unavailability of guide book that they can use as a guidance in handling cultural-based tourism activity, 2) limited training program which enables them to learn how to handle cultural-based tourism activity, and 3) low English communication skill due to limited knowledge of English vocabulary make them feel less confidence. These condition make them feel less confident in handling cultural based-tourism.

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