

Needs Analysis on Tourism Pocket Books for POKDARWIS Kemiren Banyuwangi

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ABSTRACT

Kemiren is known as a cultural tourism village in Banyuwangi Regency and is included in the Ijen UNESCO Global Geopark area. Despite its significant tourism potential, the tourism awareness group (Pokdarwis) still lacks practical supporting media that can assist tour guides, particularly when interacting with international tourists. This study aims to analyze the needs for a tourism pocket book by identifying the gap between the ideal and the existing conditions of tourism information media used in Kemiren Village. The study employed a descriptive qualitative design. Data were collected through questionnaires and documentation involving 20 members of Pokdarwis Kemiren as respondents. The questionnaire examined several aspects related to the tourism pocket book, including content, theme selection, visualization, and language use. The collected data were analyzed using the interactive analysis model proposed by Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The findings reveal that there is a significant gap between the expected condition and the existing condition because Kemiren Village does not yet have a tourism pocket book that can be used as a practical guide during tourism activities. The respondents expect the pocket book to contain clear and comprehensive information about cultural tourism in Kemiren, such as traditional rituals, culinary traditions, traditional houses, local arts, and community life. In addition, the pocket book is expected to include attractive visual elements such as photographs, illustrations, and maps, as well as a well-organized layout to facilitate understanding. The language used should be simple, clear, and presented in bilingual form (Indonesian and English) in order to support communication with international tourists. Therefore, this study concludes that the development of a tourism pocket book is highly necessary to support tourism management and improve the effectiveness of cultural tourism promotion in Kemiren Village.

Keywords: Cultural Tourism; Kemiren Village; Needs Analysis; Pokdarwis; Tourism Pocket Book

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INTRODUCTION

Indonesia is widely recognized for its rich cultural diversity, which has become an important asset in the development of tourism. Cultural tourism allows visitors to experience not only the physical environment of a destination but also the traditions, values, and cultural heritage of local communities. Cultural tourism has increasingly become an important component of tourism development because it contributes to both cultural preservation and regional economic growth (Smith & Robinson, 2006). Through cultural tourism, local communities are able to introduce their traditions and cultural practices while simultaneously strengthening their local identity.

In recent years, the concept of community-based tourism has gained increasing attention in tourism development strategies. Community-based tourism emphasizes the active participation of local communities in managing tourism activities and ensuring that tourism benefits local residents. According to Sharpley (2018), the success of tourism development largely depends on the involvement of local communities in managing tourism resources and providing authentic cultural experiences for visitors. One manifestation of community-based tourism in Indonesia is the development of tourism villages, where local communities become the main actors in tourism management and cultural preservation.

Banyuwangi Regency is one of the regions in East Java that has experienced significant tourism development over the last decade. The region offers a wide range of natural and cultural attractions that attract both domestic and international tourists. Banyuwangi is also known for its commitment to promoting cultural tourism as part of its regional development strategy. One of the most prominent cultural tourism destinations in Banyuwangi is Kemiren Village.

Kemiren Village, located in Glagah District, is widely known as the cultural center of the Osing indigenous community. The village has been officially designated as a cultural tourism village and is also included in the Ijen UNESCO Global Geopark area. Kemiren Village offers a variety of cultural attractions that reflect the unique traditions of the Osing people, including Barong Ider Bumi ritual, Gandrung dance performances, Mocoan Lontar Yusuf tradition, traditional Osing houses, and distinctive culinary heritage. These cultural resources make Kemiren Village an attractive destination for tourists who are interested in experiencing authentic local culture.

The increasing number of tourists visiting Kemiren Village has created new challenges for tourism management, particularly in providing accurate and accessible information for visitors. Tour guides and tourism actors are expected to provide clear explanations about cultural traditions, historical background, and tourism attractions in the village. However, many local tourism actors still rely on verbal explanations without adequate supporting media. This condition may limit the effectiveness of cultural interpretation during tourism activities.

One potential solution to this problem is the development of a tourism pocket book. A tourism pocket book is a practical guide that contains concise and organized information about tourism destinations. Pocket books are designed to be portable and easy to use, making them suitable as reference materials during tourism activities. In addition, the use of bilingual information in tourism materials can facilitate communication between local guides and international visitors (Richards & Schmidt, 2010).

The development of effective learning or information materials should begin with a needs analysis. Needs analysis is an important step in identifying the gap between the existing condition and the desired condition in a particular context (Hutchinson & Waters, 1987). Through needs analysis, researchers can determine the type of information, content organization, and language level that best meet the needs of target users.

Based on these considerations, this study aims to analyze the needs for a tourism pocket book for Pokdarwis Kemiren by identifying the gap between the ideal condition and the real condition of tourism information media used in the village. The results of this study are expected to provide important insights for developing practical tourism information materials that can support cultural tourism promotion and improve the effectiveness of tourism management in Kemiren Village.

Recent studies have highlighted the importance of effective communication tools in supporting cultural tourism and enhancing visitors' experiences (Timothy, 2021; Nguyen & Cheung, 2022). Various tourism destinations have developed guidebooks, digital platforms, and interpretative materials to improve tourists' understanding of local heritage. However, many community-based tourism destinations in developing regions still face limitations in providing structured tourism information media.

Previous studies mainly focus on tourism promotion strategies and digital tourism communication, while limited attention has been given to the development of practical tourism information materials designed specifically for local tourism actors such as tourism awareness groups (Pokdarwis). In the context of tourism villages, particularly those representing indigenous cultural heritage such as Kemiren Village, practical information media that can assist tour guides in delivering consistent and culturally accurate explanations are still rarely studied.

Therefore, this study attempts to fill this gap by conducting a needs analysis for the development of a tourism pocket book that can serve as a practical information medium for Pokdarwis members in managing cultural tourism activities.

RESEARCH METHOD

This research employed a descriptive qualitative design to analyze the needs for a tourism pocket book for Pokdarwis Kemiren. Qualitative research is commonly used to explore and understand the perceptions, experiences, and expectations of individuals or groups in a particular social context (Creswell, 2009). In this study, the qualitative approach was used to describe the needs and expectations of tourism actors regarding the development of a tourism pocket book.

The research was conducted in Kemiren Village, Glagah District, Banyuwangi Regency. The village was selected as the research site because it is widely recognized as the center of Osing culture and serves as one of the main cultural tourism destinations in Banyuwangi. The village is also included in the Ijen UNESCO Global Geopark area, which further strengthens its importance as a cultural tourism destination.

The participants of this study were members of the Tourism Awareness Group (Pokdarwis) of Kemiren Village. Pokdarwis plays an important role in managing tourism activities and interacting directly with tourists. A total of 20 respondents participated in this study. The respondents were selected using purposive sampling, which allows researchers to select participants who have relevant knowledge and experience related to the research topic.

Data were collected through questionnaires and documentation. The questionnaire was designed to explore respondents' perceptions regarding the need for a tourism pocket book. The instrument covered four main aspects: content, theme

selection, visualization, and language use. The questionnaire consisted of questions that examined both the existing conditions and the expected conditions related to tourism information media in Kemiren Village.

Documentation was also used to support the research data. The documentation included existing tourism information materials, photographs of tourism attractions, and related tourism publications in Kemiren Village. These documents provided additional information about the current condition of tourism information media used by tourism actors.

The collected data were analyzed using the interactive analysis model proposed by Miles and Huberman (2014). This model consists of three main stages: data reduction, data display, and conclusion drawing. Data reduction involves selecting and simplifying relevant information obtained from the questionnaires. Data display is conducted by organizing the data into descriptive explanations that allow researchers to interpret the findings. Finally, conclusions are drawn based on the patterns and relationships identified during the analysis process.

RESULT AND DISCUSSION

The results of this study indicate that there is a significant gap between the ideal condition and the real condition regarding the availability of tourism information media for Pokdarwis Kemiren. Based on the responses obtained from the questionnaires, most respondents stated that Kemiren Village does not yet have a tourism pocket book that can be used as a practical guide during tourism activities.

The absence of structured tourism information materials may limit the effectiveness of tourism communication between local guides and visitors. According to Sharpley (2018), effective tourism communication is essential in helping tourists understand the cultural meaning and significance of a destination. Without clear supporting materials, tourism interpretation may become inconsistent and less informative.

From the perspective of the ideal condition, the respondents expect a tourism pocket book that contains comprehensive information about cultural tourism in Kemiren Village. The content of the pocket book should include explanations about traditional rituals, cultural performances, local culinary traditions, traditional houses, and community life. Such information is considered important because it provides tourists with a deeper understanding of the cultural identity of the Osing community.

In terms of theme selection, the respondents emphasized that the pocket book should highlight the uniqueness of Osing culture. Cultural traditions such as Barong Ider Bumi, Gandrung dance, and Mocoan Lontar Yusuf are important cultural symbols that represent the identity of the community. Presenting these cultural elements in a structured tourism pocket book will help ensure that tourists receive accurate and consistent information about local traditions.

Visualization also plays an important role in the design of tourism information materials. The respondents expect the pocket book to include visual elements such as photographs, illustrations, and maps. Visual elements can help readers understand information more easily and can also enhance the attractiveness of the guidebook. In tourism communication, visual representation is often used to support storytelling and cultural interpretation.

Another important aspect highlighted by the respondents is language use. The tourism pocket book is expected to use simple and clear language so that it can be easily understood by both tourism actors and visitors. In addition, the respondents strongly recommend that the pocket book be presented in bilingual form, namely Indonesian and English. The use of bilingual information materials is particularly important in tourism contexts where international visitors are involved (Richards & Schmidt, 2010).

The findings of this study demonstrate that the development of a tourism pocket book is not only a practical solution for providing tourism information but also an important strategy for strengthening cultural tourism promotion. By providing structured information about cultural traditions, tourism actors can deliver more effective explanations and enhance visitors' understanding of local culture.

Furthermore, the development of a tourism pocket book can support the role of Pokdarwis in promoting community-based tourism. As local tourism actors, Pokdarwis members play a key role in introducing cultural heritage to visitors. Providing them with practical information materials can improve the quality of tourism services and contribute to sustainable tourism development in Kemiren Village.

Based on the findings of this study, the development of a tourism pocket book for Pokdarwis Kemiren can be conceptualized as an integrated tourism communication model consisting of four main components: tourism content, cultural themes, visual representation, and language accessibility. Tourism content includes essential information about cultural traditions, rituals, local history, and community life. Cultural themes emphasize the uniqueness of Osing cultural identity. Visual representation involves the use of photographs, illustrations, and maps to support information delivery. Finally, language accessibility ensures that the information is presented in bilingual format to facilitate communication with international visitors. These four components collectively contribute to improving tourism communication and strengthening cultural tourism interpretation in Kemiren Village.

Table 1. Summary of Needs Analysis Results

No	Aspect	Current Condition	Expected Condition
1	Content	Limited Verbal Explanation	Comprehensive Cultural Tourism Information
2	Theme	General Tourism Explanation	Focus on Osing Cultural Identity
3	Visualization	Minimal Visual Support	Photos, Illustrations, Maps
4	Language	Mostly Indonesian	Bilingual Indonesian-English

CONCLUSION

This study analyzed the needs for a tourism pocket book for Pokdarwis Kemiren by identifying the gap between the ideal condition and the existing condition of tourism information media used in the village. The findings reveal that Kemiren Village currently does not have a tourism pocket book that can serve as a practical

guide for tourism activities. The respondents expect the tourism pocket book to contain comprehensive cultural tourism information, including traditional rituals, cultural performances, culinary traditions, traditional houses, and community life in Kemiren Village. In addition, the pocket book should include attractive visual elements such as photographs, illustrations, and maps, supported by a well-organized layout.

The language used in the tourism pocket book should be simple, clear, and presented in bilingual form (Indonesian and English) in order to facilitate communication with international tourists. The development of such a guidebook is expected to support tourism management and improve the effectiveness of cultural tourism promotion in Kemiren Village.

Therefore, this study recommends the development of a tourism pocket book as an important tourism information medium that can assist tour guides, strengthen cultural interpretation, and support the sustainable development of cultural tourism in Kemiren Village.

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