

Institutional strengthening of Pokdarwis Banyumili in utilizing the potential of water resources as tourism

Ronny Winarno¹, Vita Fibriyani², Ardhiwinda Kusumaputra³

¹Faculty of Law, ²Faculty of Economic, Universitas Merdeka Pasuruan
Jl. Ir. H. Juanda No.68 Pasuruan, East Java, 67129, Indonesia

³Faculty of Law, Universitas Wijaya Kusuma Surabaya
Jl. Dukuh Kupang XXV No.54, Dukuh Kupang, Surabaya, East Java, 60225, Indonesia

ARTICLE INFO:

Received: 2024-11-17
Revised: 2024-12-20
Accepted: 2025-01-15
Published: 2025-02-28

Keywords:

Institutionalization,
Pokdarwis Banyumili,
Strengthening, Tour-
isms, Water resources

ABSTRACT

Kelompok Sadar Wisata (Pokdarwis) is an organization/institution whose purpose is to develop an area with tourism potential. The Bekacak area, Kolursari Village, Bangil Subdistrict, Pasuruan Regency, is one of the areas that Pokdarwis Banyumili sees as having tourism potential by utilizing water resources. However, these efforts have not yet run optimally because of the institutional aspect of Pokdarwis Banyumili. There are two main problems, namely human resource management and institutional governance. An effort is needed to strengthen Pokdarwis Banyumili as an institution/organization. The goal is for Pokdarwis Banyumili to become a strong institution, so that it can optimally develop the tourism potential in its area. Therefore, a community service program was carried out. The method used was through Focus Group Discussion (FGD) activities or training, which specifically provided benefits to increase the understanding of Pokdarwis Banyumili administrators/members. Materials, discussions and simulations were provided on the topics of Pokdarwis institutional governance, environmental sustainability, tourism development, and building cooperation with other parties. Supported by digitalization by utilizing applications, social media, and websites. This can result in increased understanding and competence for the management/members of Pokdarwis Banyumili so that they can make it a strong and optimal institution in the tourism sector.

©2025 Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang
This is an open access article distributed under the CC BY-SA 4.0 license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

How to cite: Winarno, R., Fibriyani, V., & Kusumaputra, A. (2025). Institutional strengthening of Pokdarwis Banyumili in utilizing the potential of water resources as tourism. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 10(2), 386-399. <https://doi.org/10.26905/abdimas.v9i4.14957>

1. INTRODUCTION

Water is an essential component for the survival of all living organisms, as no life form can exist without it. Furthermore, it is well established that cells in living organisms are composed of at least 60 percent water (Alfin et al., 2022). Water is not only fundamental to the origin of life but also plays a role in its end (Fathoni et al., 2024). Consequently, water is recognized as a vital resource, an element with significant potential and value for human utilization and commonly referred to as a water resource (Fatma et al., 2022). From a theoretical perspective, water resources can be categorized into surface water (e.g., rivers) and groundwater (e.g., sources used for drinking water). In response to societal and temporal developments, water resources have increasingly been utilized in various dimensions, including spiritual, social, and economic aspects (Astriani et al., 2020). A contemporary example of such utilization is the development of water-based tourism, particularly involving surface water like rivers.

The tourism potential of water resources has been recognized by the Banyumili Tourism Awareness Group (Pokdarwis), situated in the Bekacak area of Kolursari Village, Bangil District, Pasuruan Regency. This initiative is supported by the natural condition of the Bekacak region, which possesses significant water resource potential, as illustrated in Figure 1.



Figure 1. Location of potential water resources in Bekacak

Despite its role as an organization, Pokdarwis Banyumili continues to face fundamental challenges, particularly regarding its organizational structure. These structural issues hinder the group's ability to consistently harness the potential of water resources in the Bekacak area. Since around 2019, Pokdarwis Banyumili has undertaken tourism initiatives centered on the utilization of local water resources. Nevertheless, its impact and sustainability have been constrained by foundational weaknesses in its organizational structure. This issue was also emphasized by Bahroji, the head of Pokdarwis Banyumili, who pointed out persistent challenges in effectively managing the organization. Considering these conditions, there is a critical need for a thorough institutional restructuring at the village level, coupled with strategic efforts to enhance the use of water resources by leveraging advancements in the digital era.

At its core, Pokdarwis functions as a community-based institution designed to enhance the economic potential of a region through tourism development, thereby contributing to improvements in community welfare (Supriadi, 2022). Legally, the establishment and operation of Pokdarwis are grounded in Law Number 10 of 2009 on Tourism (hereafter referred to as Law No. 10/2009), and further supported by the Regulation of the Minister of Culture and Tourism Number: PM.04/UM.001/MKP/2008 concerning Tourism Awareness (hereafter referred to as the Ministerial Regulation on Tourism Awareness). Additionally, the presence of Pokdarwis aligns with the principles of regional autonomy, enabling local governments to formally recognize and support such organizations. In this context, the formation of Pokdarwis Banyumili was officially authorized through the Decree of the Head of the Pasuruan Regency Tourism Office Number: 556/910/424.090/2022, which established the "Banyu Mili" Tourism Awareness Group in Kolursari Village, Bangil District, Pasuruan Regency.

Based on this context, it is essential to implement strategies that enhance the capacity of the Banyumili Pokdarwis institution in order to fully leverage the water resource potential in the Bekacak area of Kolursari Village (Nugroho et al., 2024). A fundamental step in this process involves institutional strengthening, which centers on two key aspects. The first is human resource management (Sandrio et al., 2024), which includes fostering a clear understanding of the roles and responsibilities of Pokdarwis members, mapping the institutional structure according to individual competencies, and cultivating environmental awareness in tourism development. The second aspect is the internalization of organizational frameworks, which entails establishing a well-defined vision, mission, and work program; optimizing promotional strategies to support tourism growth; and pursuing collaborative partnerships

with external stakeholders, such as investors (Cahyaningsih et al., 2021). These comprehensive efforts aim to solidify the role of Banyumili Pokdarwis as a functional and impactful institution capable of promoting regional tourism through the sustainable use of local water resources.

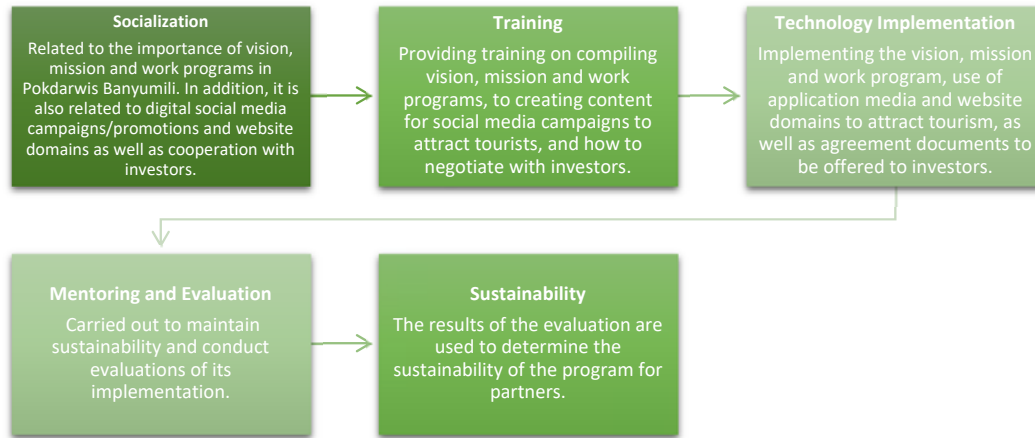


Figure 2. Plot summary

2. METHODS

Identification of Potential and Problems

The identification of Banyumili Pokdarwis as a pivotal community-based tourism organization marks a strategic initiative in the utilization of the Bekacak region's hydrological assets. Despite its potential, the institution faces persistent structural limitations that hinder its effectiveness. In response, a comprehensive mapping process was undertaken to enhance the organizational capacity of Pokdarwis, aiming to enable a more strategic and sustainable exploitation of local water resources (Rusli et al., 2024). During this phase, a dialogic approach was employed, engaging stakeholders in structured inquiries to unpack the core challenges. Key investigative questions included: (1) What is the present state of the partner organization?; (2) What barriers or challenges are they facing?; (3) When was their most recent engagement in tourism-related activity?; (4) Is there a designated physical space that functions as their operational headquarters?; (5) Does a formal internal structure exist, particularly regarding delegated leadership roles beneath the chairman?; and (6) What underlies the observed deficiencies in internal coordination among members?

Focus Grup Discussion (FGD)

A Focus Group Discussion (FGD) was orchestrated through a combination of thematic presentations and interactive dialogue. The agenda was structured around four core thematic areas: (1) The organizational framework of Pokdarwis; (2) Principles of environmental stewardship; (3) Strategies for tourism advancement; and (4) Mechanisms for fostering inter-organizational collaboration. This FGD unfolded over four distinct sessions. Beyond the active involvement of the Banyumili Pokdarwis leadership and its members, the forum was enriched by the participation of a diverse array of stakeholders, ranging from the Village Head and the Young Entrepreneurs Association to community figures, social media influencers, and environmental advocates. The inclusion of such varied perspectives was deliberate, aiming to deepen institutional resilience and legitimacy for Pokdarwis Banyumili within the tourism sector.

Each session transitioned from content delivery into an open forum for inquiry, critical discussion, and experiential simulation. These simulations were aligned with the thematic modules, allowing participants to internalize and contextualize the content through applied practice, thereby facilitating future implementation.

Simulation

The simulation component was designed as an experiential learning strategy to deepen participants' comprehension of the previously conveyed material. This segment was preceded by a structured question-and-answer session and interactive discussion, subsequently followed by the demonstration of practical examples relevant to the content presented (Rusmalah et al., 2024).

Module Compilation

Following the completion of the FGD sessions, the outcomes will be synthesized into a structured manuscript, ultimately compiled as a module handbook. This document is intended to serve as a foundational reference for Pokdarwis Banyumili in executing its institutional functions, with particular emphasis on the development and management of water-based tourism initiatives. The content of the module is tailored not only to align with the fundamental principles guiding Pokdarwis organizations in general, but also to address the specific typologies and characteristics of tourism activities engaged in by various local tourism groups. Given that Pokdarwis Banyumili predominantly leverages aquatic resources, the handbook places a strategic focus on best practices and operational guidelines suited to institutions centered on hydrotourism.

Evaluation

This process is carried out to evaluate the level of understanding among Pokdarwis administrators, members, and participating community members, both prior to and following the activity. The assessment encompasses several dimensions, including their capacity to recognize relevant competencies, articulate a coherent vision and mission, and effectively utilize digital tools such as applications and social media platforms.

3. RESULTS AND DISCUSSION

Structuring Human Resource in Banyumili Pokdarwis

Emerging from a critical analysis of the core issues identified, it becomes evident that Pokdarwis Banyumili continues to face significant challenges in the realm of human resource management. Several foundational gaps have been observed, including: (1) A limited awareness of the individual capacities possessed by members within the organization, as reflected in the underutilization of designated roles and responsibilities; (2) An absence of systematic approaches to align individual competencies with the structural needs of various organizational divisions; (3) A shallow understanding of organizational management fundamentals, particularly in articulating and pursuing a coherent vision and mission; (4) Insufficient knowledge regarding sustainable environmental governance; (5) Weak capacity in fostering collaborative networks with external stakeholders; and (6) A lack of familiarity with digital tools and platforms as mechanisms to strengthen institutional identity and outreach.

In response to these challenges, the community service initiative implemented a structured intervention aimed at human resource development, primarily through FGDs and targeted training sessions. The sequence of steps undertaken by the program team is detailed.

Material presentation

The material was delivered across four structured sessions, each involving the participation of relevant stakeholders and individuals with domain-specific expertise. A detailed breakdown of these sessions is provided in Table 1.

Table 1. FGD/training activity session

Session 1	
Activity	- Explanation of Pokdarwis in general - Explanation of the urgency and purpose of Pokdarwis - Explanation and introduction of Pokdarwis' vision and mission as an organization/institution - Explanation and introduction of work programs for Pokdarwis that utilize water resources - Explanation and introduction of human resource competency mapping in a Pokdarwis organization
Goals	- Providing an understanding to the management/members of Pokdarwis Banyumili about Pokdarwis as an organization/institution. - Providing an understanding and improving the management/members' competence in determining the vision, mission and programs of Pokdarwis in the future. - Providing an understanding and improving the competence in selecting human resources in a Pokdarwis Banyumili organization/institution.
Session 2	
Activity	- Explanation of the role of Pokdarwis Banyumili administrators/members in building and promoting potential tourism in Kolursari Village - Explanation and introduction of applications, social media and websites in supporting the role of Pokdarwis Banyumili. - Explanation and introduction of the importance of development capabilities through digitalization for Pokdarwis Banyumili administrators/members.
Goals	- Providing understanding and improving the competence of Pokdarwis Banyumili administrators/members in building and promoting tourism in Kolursari Village based on water resources. - Providing understanding and improving the competence of administrators/members in using applications, social media, and websites to support Pokdarwis Banyumili activities.
Session 3	
Activity	- Explanation of the importance of preserving the environment - Explanation and introduction of efforts to preserve the environment, especially in preserving water resources.
Goals	- Providing understanding and improving the competence of Pokdarwis administrators/members in preserving the environment. - Providing understanding and improving the competence of Pokdarwis Banyumili administrators/members to make efforts to preserve the environment.
Session 4	
Activity	- Explanation of the importance of collaborating with other parties. - Explanation and introduction of parties that can be invited to cooperate by Pokdarwis Banyumili in the context of developing water resource-based tourism. - Explanation and introduction of the scope of cooperation that can be carried out by Pokdarwis Banyumili. - Explanation and introduction of efforts to be able to invite other parties to cooperate.
Goals	- Providing understanding and improving the competence of Pokdarwis administrators/members in carrying out cooperation. - Providing understanding and improving the competence of administrators/members in formulating things that can be included as the scope of cooperation in writing.

Institutional strengthening of Pokdarwis Banyumili in utilizing the potential of water resources as tourism

Ronny Winarno, Vita Fibriyani, Ardhiwinda Kusumaputra



Figure 3. FGD/Training activities related to the environment and cooperation

Naturally, the FGD and training activities were reinforced through the involvement of a diverse range of stakeholders. These included the Head of Kolursari Village, respected community figures, digital influencers, and representatives from business entities such as the Pasuruan Regency Branch of the Young Entrepreneurs Association (BPC HIPMI Pasuruan Regency), along with individuals possessing expertise relevant to the thematic content of each session (Isnugroho et al., 2024). Each session began with the delivery of core material, which was then followed by participatory discussions or practical simulations to contextualize and apply the concepts presented.

Discussion session

Following the conclusion of each presentation session, participants were engaged in focused discussions aligned with the specific topics addressed. These dialogues provided an opportunity for attendees to critically reflect and inquire further. A number of salient questions emerged during these exchanges, which have been synthesized as follows: (1) What strategies can be employed to ensure the long-term sustainability of Pokdarwis Banyumili?; (2) Is the organizational orientation of Pokdarwis intended solely for social and non-profit purposes, or is it acceptable for it to generate financial returns?; (3) How should the organization navigate membership or leadership limitations based on age or specific qualifications?; (4) In what ways can Pokdarwis counter prevailing community perceptions that involvement offers limited, especially financial benefits?; (5) What approaches can be taken to engage younger generations, such as Generation Z or Generation Alpha, whose participation is often hindered by skepticism regarding the economic value of joining Pokdarwis Banyumili?; and (6) What risk mitigation measures can be implemented when collaborating with external stakeholders, particularly in relation to financial exposure?.

In response to the range of questions raised during the discussions, the implementing team offered a consolidated explanation. Fundamentally, Pokdarwis Banyumili functions as a formal institution that

operates within a structural hierarchy extending from the village or sub-district level to the provincial level. This institutional framework ensures the continuity of Pokdarwis, which is inherently tied to the presence of tourism activities or tourism potential within a given locality. As previously outlined, the primary purpose of establishing Pokdarwis is to raise public awareness of local tourism assets, encouraging community engagement in their development, and enabling local residents to derive both social and economic benefits from these resources. In the case of Pokdarwis Banyumili, the focus lies in the management and promotion of water-based tourism potential. To ensure the organization's sustainability, it is essential to have a clearly defined and functionally competent membership and leadership structure. Rather than emphasizing the quantity of personnel, emphasis should be placed on individual willingness and competency. Therefore, the selection of administrators and members should ideally be conducted through a core leadership team, comprising the Chairperson, Secretary, and Treasurer, may also involve input from respected community and sub-district leaders. This selection process ensures that the organization is supported by individuals with both the commitment and the capacity to contribute meaningfully to its development.



Figure 4. FGD/institutional management and tourism development training activities are supported by the use of social media and applications

Building on that foundation, it is possible to establish specific criteria or qualifications for membership and organizational roles. While age may serve as one consideration, the implementing team recommended setting the minimum threshold at the senior high school level (SMA or its equivalent). This recommendation is driven by concerns about organizational sustainability and the need to foster awareness and engagement among younger generations regarding the role and importance of Pokdarwis Banyumili. Additional qualifications may be explicitly outlined to align with organizational needs, such as competencies in social media management, environmental navigation and survival, organizational leadership, or other relevant skill areas. During the session, it was also emphasized that Pokdarwis Banyumili may operate with both social and commercial objectives. This dual-purpose model requires a balanced mindset, one that acknowledges the importance of generating social impact while remaining open to profit-making opportunities, and vice versa. This equilibrium forms the conceptual foundation for the organization's sustainability, while also serving to challenge and correct the misconception that Pokdarwis Banyumili lacks economic potential. Furthermore, a clearly defined vision, mission, structured programs, and an active, capable team, along with consistent engagement, whether through social media or practical field activities, constitute key organizational pillars. These elements not only demonstrate institutional seriousness and capacity but also serve as critical leverage points in establishing trust with external stakeholders. Such clarity and consistency reduce the perceived risk for potential collaborators, especially in areas involving financial cooperation.

Simulation

During the simulation phase, participants engaged in a series of interactive activities aimed at fostering mutual understanding, strategic thinking, and institutional strengthening. The session began with character recognition through self-introductions and a peer question-and-answer exchange focused on hobbies, strengths, and personal challenges. This was followed by a collective visioning exercise, where participants articulated aspirations for the future development of Kolursari Village, particularly in the tourism sector. Environmental awareness was also promoted through the planting of approximately 50 tree seedlings in various areas, especially near local water sources, as a symbolic and practical effort toward sustainable tourism. To reinforce cooperation, participants took part in negotiation simulations and were introduced to effective social media practices, highlighting the importance of digital visibility. In the current digital era, maintaining a strong online presence is not only vital for institutional sustainability but also instrumental in building trust and attracting collaboration.

Review

Based on the simulations carried out by participants, the implementing team conducted observations and assessments to determine the continued relevance and necessity of sustainability efforts. The results revealed the emergence of foundational potential to reinforce Pokdarwis Banyumili as a viable and structured organization. Participants demonstrated a clear orientation toward defining a future vision for Pokdarwis, including a growing awareness of the importance of establishing deliberate processes for member and leadership selection. Additionally, early initiatives were undertaken to manage social media platforms and develop a dedicated website, signaling an institutional shift toward digital visibility. These efforts reflect a broader aspiration to solidify Pokdarwis Banyumili as a credible, village-based institution capable of cultivating and advancing water-resource-based tourism in a sustainable manner.

Strengthening of Banyumili Pokdarwis Institutions

In line with the activities outlined in the previous sub-section, these initiatives serve as a strategic foundation for strengthening the institutional capacity of Pokdarwis Banyumili. They directly address the current challenges faced by the organization and represent a contextual response tailored to its specific needs. While it is acknowledged that sustained progress will require ongoing consistency and dedication from both management and members, this is a common prerequisite for the vitality of any institution. The effectiveness and continuity of organizational activities are fundamentally tied to the level of commitment demonstrated by those involved. As part of the institutional reinforcement process, a number of commitments have been mutually agreed upon for implementation, derived from the outcomes of the four-session program ([Sandrio et al., 2024](#)).

The first commitment focuses on structuring the management and membership of Pokdarwis Banyumili based on individual competencies and capacities. This approach emphasizes that each organizational division or section should be occupied by individuals who possess relevant expertise or demonstrate potential in that specific area. A selection mechanism is implemented to assess individual capabilities, ensuring that appointments are not made arbitrarily but are grounded in both competence and personal willingness to contribute. As part of this process, Pokdarwis Banyumili also actively involves high school-aged youth (or equivalent) as a strategy for leadership regeneration and to ensure long-term institutional sustainability. The current organizational structure of Pokdarwis Banyumili is depicted in Figure 5.

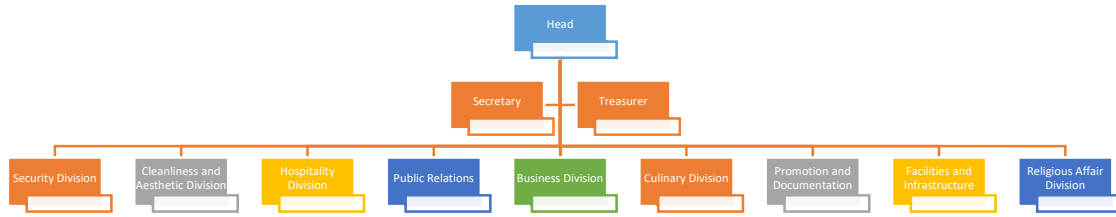


Figure 5. Institutional structure of Pokdarwis Banyumili

The second commitment is the formulation of a renewed five-year vision for Pokdarwis Banyumili, which aspires to position Kolursari Village as a safe, comfortable, beautiful, sustainable, and meaningful tourism destination, rooted in noble values and recognized at the national level. This vision is supported by four primary missions: (1) Identifying, developing, and enhancing the tourism potential within the Kolursari Village area; (2) Improving the competence of local human resources, with a particular focus on tourism-related skills and knowledge; (3) Applying the principles of *Sapta Pesona* (safety, order, cleanliness, coolness, beauty, hospitality, and memorable experiences); and (4) Establishing collaborative partnerships in the tourism sector to support and accelerate sustainable development.

The third commitment involves environmental stewardship as a foundational effort to ensure the sustainability of tourism potential rooted in natural resources, particularly water. This includes conducting routine observations and assessments of the surrounding ecological conditions to detect and respond to environmental changes. In parallel, public awareness efforts are emphasized by consistently encouraging the local community to actively protect and preserve the environment. These appeals are disseminated through both digital platforms, such as social media and direct community outreach initiatives. In addition, environmental structuring is carried out through the organization of vegetation and targeted reforestation in areas identified as ecologically vulnerable or in need of rehabilitation.

Fourth, it is essential to establish strategic partnerships with external stakeholders, including potential investors or capital providers, as well as business-oriented organizations such as BPC HIMPI in Pasuruan Regency. Such collaborations should align with the vision and mission of Pokdarwis Banyumili and be formalized through written agreements that reflect balanced, equitable terms, in accordance with the legal principle of contractual freedom.

Fifth, institutional development should be pursued through the integration of digital tools, particularly via the active use of social media platforms and official websites. This involves consistently updating content related to tourism activities and organizational initiatives. The use of creative editing software is encouraged to enhance the quality of digital content, thereby strengthening the institution's public image and outreach. These initiatives represent adaptive responses to the demands of an increasingly digitized environment.

Discussion

The community service program implemented for Pokdarwis Banyumili, located in Kolursari Village, Bangil District, Pasuruan Regency, focuses on institutional strengthening as a core activity identified as essential for the group. This initiative is grounded in key issues observed by the implementation team, which were verified through discussions and coordination with the Head of Pokdarwis Banyumili. The program specifically targets the administrators and members of Pokdarwis Banyumili, as outlined in the Decree of the Head of the Pasuruan Regency Tourism Office Number: 556/910/424.090/2022.

The formation of Pokdarwis Banyumili was not merely a result of temporary enthusiasm but stemmed from genuine community awareness and intent to harness local water resources for tourism purposes. Nevertheless, the organization continues to face several challenges, particularly related to its internal structure and institutional capacity, which hinder its ability to effectively manage and expand existing tourism potentials.

The implementation team, led by Dr. Ronny Winarno, SH., MH., from Merdeka University Pasuruan, and supported by team members Vita Fibriyani, S.Si., M.Si., also from Merdeka University Pasuruan, in collaboration with Ardhiwinda Kusumaputra, SH., MH., from Wijaya Kusuma University Surabaya, has conducted Focus Group Discussions (FGDs) and training sessions aimed at institutional strengthening for Pokdarwis. These activities encompassed aspects such as organizational structuring, environmental conservation initiatives, tourism development strategies, and the establishment of cooperative partnerships. The team's efforts are grounded in the premise that organizational growth is contingent upon the strength of its institutional framework ([Mangifera & Muzakar, 2017](#)). In this context, Pokdarwis Banyumili requires institutional reinforcement through the formulation of a clear vision and mission, as well as the development of a structured annual work plan ([Isa & Praswati, 2023](#)). Moreover, enhancing the competencies and capabilities of human resources is deemed crucial, as they serve as the fundamental drivers of institutional performance ([Atmojo et al., 2022](#)). Without appropriately skilled personnel assigned to relevant functional roles, institutional operations cannot be executed effectively ([Nurcholis et al., 2019](#)). Therefore, it is necessary to conduct a comprehensive mapping of human resource interests and abilities aligned with the organizational needs of Pokdarwis Banyumili.

Given that the primary resource being developed is water, it is essential to enhance awareness and understanding of strategies to ensure its sustainability. One concrete initiative involves reforestation efforts, particularly tree planting around the river areas being utilized, which aligns with fundamental principles of environmental management ([Harryanto et al., 2017](#)). In accordance with the newly formulated vision, efforts to establish collaborative partnerships are also crucial. A key example is the engagement of a youth business organization, BPC HIMPI Pasuruan Regency, which holds potential both in terms of entrepreneurial synergy and access to prospective investors. These partnerships are structured in line with the principle of contractual freedom, ensuring mutual benefit and fairness between the involved parties ([Adawiyah et al., 2024](#)). In addition, leveraging digital tools, such as editing software, social media platforms, and websites, is increasingly necessary. This approach reflects current trends in the rapid advancement of digitalization across sectors, including tourism ([Tahwin et al., 2024](#)). As a result, Pokdarwis Banyumili must establish a strong digital presence through social media and an official website, both to promote tourism activities and to build greater public trust and institutional value.

The successful implementation of this activity is largely attributed to several supporting factors. First, there was active involvement from Pokdarwis Banyumili's internal partners, including the preparation and readiness of administrators and members to participate in each scheduled activity, coordination with the Kolursari Village government, and the provision of in-kind contributions. Second, institutional support was demonstrated by the consistent presence of the Head of Kolursari Village in all program activities, reflecting a strong commitment to guide and support Pokdarwis Banyumili as an entity regarded as an integral asset of the village. Third, engagement from key stakeholders, such as community leaders, business groups, influencers, and domain experts, who willingly contributed to the FGD sessions further strengthened the initiative. Fourth, the availability of essential facilities, infrastructure, and consumption services ensured logistical smoothness across activities. Fifth, a high level of enthusiasm was observed among participants, as evidenced by active discussions and exchanges

during each session. This enthusiasm indicates a strong motivation to continue enhancing individual competencies (Salambue et al., 2020).

This activity has generated significant impacts and benefits for the primary partner, Pokdarwis Banyumili, particularly in terms of institutional structuring. Initially, many members lacked a clear understanding of the foundational aspects of Pokdarwis, including its organizational functions, membership structures, role assignments, environmental stewardship, and collaboration mechanisms. However, following the implementation of the program, a substantial increase in understanding was evident, as demonstrated during the evaluation session attended by the partners. Participants were able to accurately respond to evaluative questions regarding: (1) The core functions of Pokdarwis; (2) Internal coordination between members and leadership; (3) Strategies for environmental preservation; and (4) Approaches to establishing partnerships with external stakeholders. Beyond Pokdarwis itself, this initiative also positively influenced external stakeholders, such as the Kolursari Village administration, by clarifying the role and position of Pokdarwis Banyumili within the broader context of local tourism management. Furthermore, it strengthened the village government's commitment to supporting tourism development in Kolursari Village. Although the local community did not experience immediate direct impacts, this initiative laid the groundwork for future engagement, particularly through environmental management efforts and opportunities to contribute actively to tourism development via Pokdarwis Banyumili.

Nevertheless, the implementation team encountered several challenges throughout the course of the program. First, it must be acknowledged that members and administrators of Pokdarwis Banyumili are concurrently engaged in other occupations or responsibilities. Their dual roles outside of the organization resulted in limited availability and time constraints, which affected participation in program activities. Second, there remains a prevalent stigma among some members who primarily view involvement in Pokdarwis through a profit-oriented lens. This has contributed to the persistence of a pragmatic mindset that may hinder the development of broader organizational values and long-term community-based tourism goals. Third, a significant portion of members still lack adequate digital literacy. Many are not yet familiar with the effective use of social media platforms or supporting digital applications, which poses a barrier to the digital transformation efforts within the institution.

Efforts have been made to mitigate the identified challenges through various adaptive strategies. One such measure involved adjusting the scheduling of activities to accommodate the limited availability of Pokdarwis Banyumili members, ensuring that participation could still occur to the greatest extent possible despite time constraints. Additionally, efforts were made to foster a shift in perspective among members by emphasizing that Pokdarwis Banyumili not only yields social value but also holds the potential to generate economic benefits. This transformation process is carried out gradually, recognizing that institutional change requires sustained effort over time. To address digital literacy gaps, guidance and mentoring were provided to introduce the use of social media and related digital applications. Furthermore, a selective approach was implemented in identifying human resources with relevant digital competencies, particularly in editing and content creation, so they could be empowered to optimize the institution's digital presence and communication strategies.

Looking ahead, the sustainability of initiatives remains a critical priority to ensure the continued development of Pokdarwis Banyumili. Sustainability, in principle, refers to the ongoing effort to maintain consistency and foster growth in organizational or institutional activities (Sari, 2019). Accordingly, the current program is not intended to be a one-time intervention, but rather a foundational step that can be expanded through future initiatives involving Pokdarwis partners, potentially through different

schemes and with varied implementing teams. This approach aligns with the broader trajectory of partnership development being pursued by Pokdarwis. To support these efforts, the implementation team has developed a guideline module for Pokdarwis Banyumili. This module is designed to offer both scientific insights and practical guidance, contributing to the long-term strengthening and institutional maturity of Pokdarwis Banyumili.

4. CONCLUSION AND RECOMMENDATIONS

Fundamentally, this community service initiative is directed toward strengthening the institutional capacity of Pokdarwis Banyumili. The institutional reinforcement was approached through human resource development and organizational structuring, implemented through a series of Focus Group Discussions (FGDs) and training sessions. These sessions involved the delivery of relevant materials, facilitated discussions, and practical simulations. The key focus areas included: (1) Introducing and enhancing understanding of Pokdarwis as an institution that contributes both social and economic value to the community; (2) Fostering awareness of environmental sustainability practices; (3) Promoting knowledge on tourism development strategies; and (4) Encouraging collaboration with external stakeholders. The outcomes indicate a notable increase in comprehension and engagement among Pokdarwis Banyumili administrators and members, as evidenced by the formulation of a new vision and mission, the establishment of social media platforms and a website, and the initiation of environmental activities such as tree planting. These developments are expected to contribute to a more solidified institutional role for Pokdarwis Banyumili in managing and promoting the tourism potential of Kolursari Village, particularly in the utilization of its water resources.

Sustainability remains a crucial aspect of this initiative. However, it is important to recognize that meaningful change does not occur instantaneously; it requires continuous and systematic efforts to ensure that the progress achieved can be preserved and further developed over time. This perspective aligns with the broader principle of sustainable development, which, although commonly associated with environmental concerns, can also be applied within the context of institutional development, such as that of Pokdarwis Banyumili. Ideally, similar programs should be pursued in the future through strategic collaborations with external stakeholders. This entails not only waiting for opportunities but also proactively seeking and initiating partnerships. Therefore, it becomes essential to implement monitoring mechanisms to assess the sustainability of outcomes, allowing them to be integrated into future community service initiatives or related developmental programs.

ACKNOWLEDGEMENTS

DRTPM Ministry of Education, Culture, Research, and Technology, which has provided funding facilities in this activity. LPPM Universitas Merdeka Pasuruan, which has helped in providing access to information, assistance and monitoring so that funding grants from the Ministry can be obtained. Wijaya Kusuma University Surabaya, which in this case is a collaboration with one of its lecturers as a member in this community service activity. Kolursari Village, Bangil District, Pasuruan Regency, which has been willing to accept and assist in this community service activity. Pokdarwis Banyumili Kolursari Village, Bangil District, Pasuruan Regency, which has been willing to become a partner in this activity. Has been active and willing to take time in between routines, so that it can provide benefits in strengthening Pokdarwis Banyumili.

REFERENCES

- Adawiyah, R., Leviza, J., & Harianto, D. (2024). Penerapan prinsip keadilan pada perjanjian kerjasama antara pemilik lahan persawahan dengan pengelola Wisata Bidadari di Dusun Pamah Simelir Desa Telagah Kecamatan Sei Bingai, Kabupaten Langkat. *Jurnal Media Akademik (JMA)*, 2(3), 1–29. <https://doi.org/10.62281/v2i3.216>
- Alfin, E., Rahmatulloh, R., & Suendarti, M. (2022). Infrastruktur air dan tantangan di Indonesia. *SENTRI: Jurnal Riset Ilmiah*, 1(2), 382-391. <https://doi.org/10.55681/sentri.v1i2.243>
- Astriani, N., Nurlinda, I., Imami, A. A. D., & Asdak, C. (2020). Pengelolaan sumber daya air berdasarkan kearifan tradisional: Perspektif hukum lingkungan. *Arena Hukum*, 13(2), 197-217. <https://doi.org/10.21776/ub.arenahukum.2020.01302.1>
- Atmojo, M. E., Mutmainah, N. F., & Pratiwi, V. P. (2022). Penguatan kelembagaan dan peningkatan kualitas SDM dalam pengelolaan sampah. *PengabdianMu: Jurnal Ilmiah Pengabdian Kepada Masyarakat*, 7(Special-1), 178-186. <https://doi.org/10.33084/pengabdianmu.v7iSpecial-1.2445>
- Cahyaningsih, D. S., Suhartono, T., & Widayati, S. (2021). Menggali potensi ekonomi kreatif sebagai sarana pendukung desa wisata. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 6(2), 210-220. <https://doi.org/10.26905/abdimas.v6i2.5078>
- Fathoni, A., Suharin, S., & Wahyuni, I. (2024). *Pengelolaan air untuk kehidupan*. Filosofis Indonesia Press.
- Fatma, F., Mamede, E. T. A. M., Corsita, B. S. M. C. L., Daud, E. H. A., Indriyati, C., Hutaruk, W. S. I. D. S., & Cahyanurani, A. B. (2022). *Pengelolaan sumber daya air*. PT. Global Eksekutif Teknologi.
- Harryanto, R., Sudirja, R., Saribun, D. S., & Herdiansyah, G. (2017). Gerakan penghijauan DAS Citarum Hulu di Desa Cikoneng Kecamatan Cileunyi Kabupaten Bandung. *Dharmakarya: Jurnal Aplikasi Ipteks untuk Masyarakat*, 6(2), 78-82. <https://doi.org/10.24198/dharmakarya.v6i2.14858>
- Isa, M., & Praswati, A. N. (2023). Penguatan kelembagaan desa wisata kreatif untuk pengembangan UKM yang berkelanjutan. *Jurnal Abdi Psikonomi*, 4(1), 9–13. <https://doi.org/10.23917/psikonomi.vi.1398>
- Isnugroho, E., & Winarno, S. B. (2024). Tema terstruktur dalam pendampingan desa wisata berkaitan isu krusial dan tantangannya. *ABDIMAS: Journal Tourism & Community Service*, 1(1), 33-40.
- Mangifera, L., & Isa, M. (2017). Penguatan kelembagaan amal usaha Muhammadiyah (Studi kasus di MIM PK Wirogunan). *Jurnal Tarbiyatuna*, 8(2), 104-108.
- Nugroho, D. S., Hermawan, H., & Naim, H. M. (2024). Penguatan kapasitas SDM dalam pengelolaan wisata berbasis edukasi. *Jurnal Abdimas Pariwisata*, 5(2), 33-41. <https://doi.org/10.36276/jap.v5i2.624>
- Nurcholis, C., Sakti, S. W. K., & Rachman, A. S. (2019). Village administration in Indonesia: A socio-political corporation formed by state. *Open Journal of Political Science*, 9(02), 383-404. <https://doi.org/10.4236/ojps.2019.92021>
- Rusli, T. S., Boari, Y., Amelia, D. A., Rahayu, D., Setiaji, B., Suhadarliyah, S., Syarfina, S., Syahrudin, S., Amiruddin, A., & Yuniwati, I. (2024). *Pengantar metodologi pengabdian masyarakat*. Yayasan Penerbit Muhammad Zaini.
- Rusmalah, R., Wibowo, P., & Sudewo, S. (2024). Penguatan kelembagaan untuk mengoptimalkan industri wisata di Desa Singkup, Kuningan, Jawa Barat. *Abdi Laksana/ : Jurnal Pengabdian Kepada Masyarakat*, 5(1), 29–39. <https://doi.org/10.32493/abdilaksana.v5i1.38487>

- Salambue, R., Fatayat, Mahdiyah, E., & Andriyani, Y. (2020). Development of tourism object attractions in Teluk Jering, Tambang District, Kampar Regency (Pengembangan daya tarik objek wisata Teluk Jering, Kecamatan Tambang Kabupaten Kampar). *Jurnal Pengabdian Masyarakat Multidisiplin*, 3(2), 9–18. <https://doi.org/10.36341/jpm.v3i2.1071>
- Sandrio, L., Hutagalung, S., Rudiyanto, R., & Seran, M. Y. (2024). Penguatan kelembagaan dan tata kelola Pokdarwis Ceria di Desa Wisata Wae Lolos. *Jurnal Abdimas Pariwisata*, 5(2), 7-15. <https://doi.org/10.36276/jap.v5i2.507>
- Sari, Y. K. (2019). Pendampingan berkelanjutan terhadap pengembangan pariwisata Desa Selopamioro. *Bakti Budaya*, 2(1), 58-66. <https://doi.org/10.22146/bb.45040>
- Supriadi, A. (2022). *Kelompok sadar wisata*. Dinas Pariwisata dan Kebudayaan Kabupaten Karawang.
- Tahwin, M., Dewi, D. A. L., & Sodik, F. (2024). Digitalisasi sebagai upaya pengembangan Desa Wisata Seni dan Budaya Sendangasri Kabupaten Rembang. *Abdimas Mahakam Journal*, 8(1), 32–41. <https://doi.org/10.24903/jam.v8i01.2514>
-