

Feature Writing Training for Increasing the Capacity of the Pulo Geulis Tourism Community Bogor

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Volume

5

Issue

1

Edition

May

Page

192-198

Year

2024

Article History

Submission: 12-08-2023

Review: 25-12-2023

Accepted: 06-04-2024

Keyword

Feature;
Tourism;
Tourism Village;

How to cite

Setiawati, T., Corliana, T. (2024).
Feature Writing Training for
Increasing the Capacity of the
Pulo Geulis Tourism Community
Bogor. Jurnal Pengabdian
Masyarakat, Volume 5(1), 192-198
<https://doi.org/10.32815/jpm.v5i1.1888>

Abstract

Purpose: This research paper aims to address the untapped tourism potential in RW 04 Pulo Geulis, Bogor City. It highlights the significance of empowering residents with feature writing skills to create compelling publications about the village's unique harmony of tolerance, ultimately boosting tourism and improving the local economy.

Method: The study employs a Community Service Program (PKM) to provide feature writing training to the Pulo Geulis Tourism Community. It utilizes qualitative methods to assess participants' writing skills and gauge the impact of the training on their ability to produce quality publications.

Practical Applications: The findings of this research have practical implications for both the tourism industry and community development efforts. By equipping residents with feature writing skills, the program enhances their capacity to promote Pulo Geulis as a tourist destination, attracting more visitors and stimulating economic growth in the area.

Conclusion: This study underscores the importance of harnessing local resources and empowering communities to maximize tourism potential. By investing in skills development and community engagement, Pulo Geulis can capitalize on its cultural richness and promote sustainable tourism development.



Introduction

One of the creative and productive activities that communities can rely on to improve the quality of life and economy is tourism. According to study by (Oskar et al., 2021; Rais et al., 2023) it has been proven that tourism can increase the income of communities or regions. The tourism sector can improve the economic status of residents both directly and indirectly. Direct economic improvement occurs when tourism activities create job opportunities and businesses for residents to meet the needs of incoming tourists. Indirect income increase happens when an area becomes a priority destination, as various development programs will be felt by the residents (Lavenia et al., 2024; Widyasari et al., 2022; Yasti et al., 2022).

According to Law No. 10 of 2009, tourism is defined as the travel activities undertaken by an individual or a group of people by visiting specific places for recreational, personal development, or temporary learning purposes (Michael et al., 2023). Meanwhile, tourist attractions are defined as anything that possesses uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and human-made products that are the target or destination of tourist visits (Nadia & Fatimah, 2023).

RW 04 of Babakan Pasar Village, Bogor City, known as the Pulo Geulis area, has uniqueness not found in other areas. Located on an island formed in the middle of the Ciliwung River in the heart of Bogor City, this area is unique because it differs from islands typically formed in the sea. Within the Pulo Geulis area, there is a temple called Pan Kho Bio, also known as Mahabrahma Vihara, which serves as a center for worship and community activities. The temple is still used for worship by followers of Kong Hu Cu and Buddhists. However, there is a mosque at the back of the temple used for prayers. The temple is also used for various community activities regardless of ethnicity, religion, race, or social group, making it a public space for the local community (Hilmi, 2018). In the thematic village of Pulo Geulis, visitors can explore one of the oldest temples in Bogor, Pan Kho Bio. While temples are generally places of worship for Buddhists, Pan Kho Bio temple is also often used by Muslims to perform prayers in one of its rooms due to the scarcity of places of worship there (Kustiani, 2019). The harmonious life of the residents of Pulo Geulis often attracts local and international tourists who wish to learn about and understand this harmony.

RW 04 of Pulo Geulis has 4 sub-districts with a mixed population consisting of Sundanese, Chinese, Javanese, and others (Setiawati et al., 2023). Publicity about Pulo Geulis as a tolerant village is usually done by the tourists themselves. However, if the residents promote the potential of the area, tourist visits will also increase. Pulo Geulis also has a Tourism Development Group (Kompepar) consisting of local youths, but they have not been able to maximize publicity.

Therefore, Prof. Dr. Hamka, a lecturer of Communication Science at the Faculty of Social and Political Sciences, Muhammadiyah University, initiated a Community Partnership Program (PKM) to train locals and tourism activist communities in writing features. A feature is a product of literary journalistic work (Suharsono, 2020). The skill of writing features is essential for tourism publications because feature articles, using informal language, lighter writing styles, and accompanied by attractive images, can draw the attention of residents, and enhance the publicity of Pulo Geulis as a tourist village that highlights the uniqueness of its residents' tolerance.

Method

The method used to address the issues of the Pulo Geulis Community in improving the publicity of tourism potential is Participatory Rural Appraisal (PRA). PRA is an approach that involves the community in the process of development and the enhancement of activities (Nurhaida et al., 2023; Sulaeman et al., 2023; Sunarto et al., 2023). PRA aims to engage participation in the overall activities, ultimately aiming to foster self-reliance and internal strength within the community itself.

In this Community Partnership Program, activities include providing knowledge

(socialization), mentoring, guidance, and consultation for the creation of tourism potential publications for RW 04 Pulo Geulis. Through various activities conducted with the PRA approach, it is hoped that the community and the Pulo Geulis Tourism Development Community can independently create feature publications, thereby increasing tourist visits to sustain tourism in Pulo Geulis in the long term.

Result

The method employed to address the challenges faced by the Pulo Geulis Community in enhancing the publicity of tourism potential is Participatory Rural Appraisal (PRA). PRA is an approach that engages the community in the process of development and activity improvement (Sulaeman et al., 2023). PRA aims to foster participation in overall activities, ultimately striving to cultivate self-reliance and internal strength within the community itself.

In this Community Partnership Program, activities include knowledge dissemination (socialization), mentoring, guidance, and consultation for the development of tourism potential publications for RW 04 Pulo Geulis. Through various activities conducted with the PRA approach, it is anticipated that the community and the Pulo Geulis Tourism Development Community can independently produce feature publications, thus increasing tourist visits to sustain tourism in Pulo Geulis in the long run.

Figure 1. Listening to the issues faced by residents and the Pulo Geulis Tourism Development Community regarding publications.



Figure 2. Providing theoretical materials on writing feature scripts for the publication of tourism potential in Pulo Geulis.



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Figure 3. Participants practice writing feature scripts for the publication of tourism potential in Pulo Geulis.



Figure 4. Group photo taken after the event.



Discussion

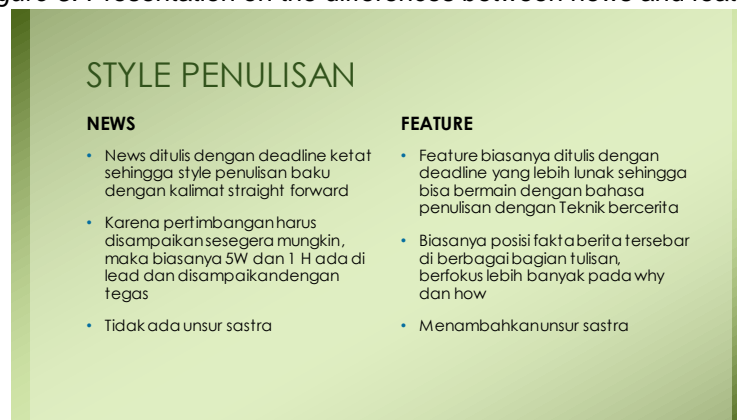
The skill of writing for publication is crucial nowadays, as it can support various activities within the community. This includes enhancing publicity for the tourism sector in Pulo Geulis, which in the long run will improve the local economy. Pulo Geulis, which already possesses tourism potential, has a great opportunity to become a popular tourist destination due to its unique characteristics and the harmony within the community. However, this potential has not been fully exploited because it is not widely known by the public. Presently, most of the publicity in mass media is done by visitors who admire Pulo Geulis as a tolerant tourist village.

The people of Pulo Geulis understand the importance of publicity for the sustainability of tourism in their area. They also realize that in the digital era, they can independently create publications using social media or internet-based platforms that they can access. However, they lack knowledge of good writing techniques to provide comprehensive information to the public. They also do not know how to package the information they have properly according to the principles of good publication. This was revealed from the explanations given by residents and the Pulo Geulis Tourism Development Community who attended the event.

After identifying the issues faced by the community, the team of lecturers from the Community Partnership Program at the Faculty of Social and Political Sciences, Muhammadiyah University, Prof. Dr. Hamka, provided a session on how to write effective feature articles for publication. It began by explaining the fundamental differences between feature articles and news. The speaker explained that features should essentially contain the same elements as news but should be presented in a more relaxed language to capture the reader's attention. Features also emphasize packaging information to evoke emotions in

readers, making the delivery more storytelling-like rather than just presenting facts like news.

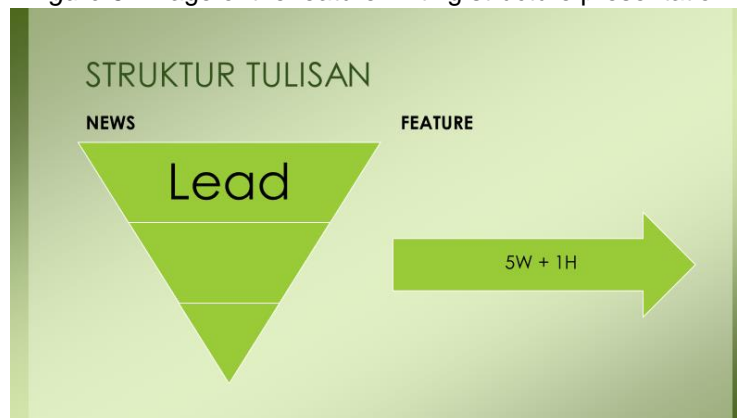
Figure 5. Presentation on the differences between news and features



After participants understood the fundamental differences between news and features, the session continued with an introduction to the essential elements that should be present in writing. Since features are fundamentally based on facts, they generally follow the 5W+1H format, like news writing. These elements include what, when, where, who, why, and how.

The next writing technique involves the placement of writing elements. News articles usually place the 5W+1H elements at the beginning, with explanations or supplementary information following afterwards. In contrast, in feature writing, elements can be placed anywhere to create an engaging narrative. Practical tips were also provided during the training for writing feature articles with a short duration, such as transforming news sentences into fresh and engaging feature sentences without compromising facts, as well as how to plan to write effectively to produce good and interesting content.

Figure 6. Image of the feature writing structure presentation.



After all the material was delivered, participants engaged in practical feature writing exercises. The practice session was longer than the instructional part because writing directly enhances skills immediately. Participants also retain the delivered material more thoroughly when they practice writing immediately.

The knowledge and skills of the feature writing training participants significantly improved after the training conducted by Prof. Dr. Hamka from the Department of Communication Science at Muhammadiyah University. This improvement was evidenced by the post-test results, which indicated that participants' knowledge of feature writing techniques increased from 20 percent before the training to a full understanding after the training. These

results are data obtained from participants who attended the Community Partnership Program and gained enhanced knowledge about feature writing to improve the capacity for creating publications on the tourism potential of Pulo Geulis, which in the long run can enhance the well-being of the local community.

Conclusion

The tourism potential of a region will not be maximally tapped if not supported by adequate publicity. This is also experienced by the Pulo Geulis region. Despite having significant tourism potential, tourist visits are not very high due to inconsistent publicity efforts and a lack of individuals skilled in creating effective publicity. Therefore, Prof. Dr. Hamka from the Department of Communication Science at Muhammadiyah University organized a Community Partnership Program for the residents and the Pulo Geulis Tourism Development Community in the form of feature writing training. Features are a type of writing or information based on facts but presented in a more relaxed language, making it easier for the community to accept. The training has been proven to enhance the community's knowledge and skills in creating feature articles that can support the publicity of tourism potential in Pulo Geulis.

Acknowledgements

A big thank you to the residents of Pulo Geulis, the management of Pan Kho Bio Temple, and the Tourism Development Community for their full support, which contributed to the successful organization of the event.

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