

The Capacity Building of Human Resources Management on Bejiharjo Tourism Village in Industrial Revolution 4.0

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Abstract: The development of the industrial revolution 4.0 caused a lot of things to change, one of which was marked by a change in the educational paradigm centered on knowledge production and innovation applications of knowledge. In this study, it was described the Improvement of The Capacity Building of Human Resources Management on Bejiharjo Tourism Village in Industrial Revolution 4.0. This research was conducted in the tourist village of Bejiharjo, Karangmojo District, Gunungkidul Regency, Yogyakarta. The purpose of this study is to describe 1) planning, 2) Implementation, 3) Evaluation program. This research uses Qualitative research methods, the subjects consist of tourism village management, learning citizens and community leaders. Data collection uses interview and Observation. Data analyzing uses reduction, presentation and collection conclusion. Results of this research are 1) planning of training programs: Socialization programs, Selection of learning citizens, Program Objectives, Materials or Curriculum, Learning Strategies, Media, Teaching Materials and Evaluation. 2) Implementation of training: participants were provided with material on 21st Century skills namely 4C (Critical Thinking, Creativity, Collaboration and Communication). 3) Program evaluation: Knowledge of managers increases and is able to support development of the tourist villages which they manage.

Keywords: tourism village, industrial revolution 4.0, 21st century skills (critical thinking, creativity, collaboration, and communication)

I. INTRODUCTION

The Industrial Revolution 4.0 is an era where it is marked by rapid changes that have an impact on economy, industry, government, politics, also the appearance of artificial intelligence, genetic engineering, super computer inventions, and innovation. Information industries also grow rapidly through social media, such as Twitter, YouTube, Instagram, LinkedIn, Facebook etc. Social media is not just used to exist and connect its owners with humans in all corners of the world, but it has begun to change into a medium for business and income generation. Many new online transportation digital platform businesses such as Gojek, Grab, Uber and even online shops such as Lazada, Bukalapak, etc. have becomes human lifestyles in the 4.0 era, showing the link between information technology and the economy is increasing.

The industrial revolution 4.0 has an impact on the paradigm shift in the concept of education that focuses on knowledge production and innovation applications of knowledge. One of them must prepare a learning system that is more innovative, fun and increases the competence of graduates who have 21st century skills. According to the US-based Partnership for 21st Century Skills (P21) 21st Century skills, namely (Critical thinking, Creativity, Collaboration, and Communication), these competencies are known as 4C competencies. Armed with the ability of 4C the community is expected to be able to play an active role in taking advantage of technological and information developments for economic development.

In the current era of open competition, many new destinations have emerged in all corners of Indonesia. The

shift of the human workforce towards the Dindustri 4.0 era is a challenge and needs to be responded by rural tourism communities. The knowledge, insights, and skills of village tourism managers must be constantly updated with current developments and needs. One of the developing tourist villages is Bejiharjo tourist village, which is able to provide a positive economic impact for the surrounding community. Bejiharjo tourism village has become famous for the concept of community empowerment, which involves the local community in managing and developing it, one of its potential is the Cave Tubing Goa Pindul tour which is now a leading tourist attraction in Gunungkidul Regency. In addition to the natural attractions of Pindul Cave, it has the potential of educational tourism such as: wayang beber, Sokoliman site, Blangkon industry center, etc.

Potential in Bejiharjo tourism village will not be able to develop without being supported by the ability of the public to respond to the development of the industrial revolution 4.0, the weak ability in the use of information and computer technology, the ability to communicate, innovate is considered as a barrier to public participation in developing tourism villages. The competencies that must be possessed by the manager must be complex such as the Definition and Selection of Competencies (Deseco, 2003) defines competencies as follows "A competency is more than just knowledge and skills. It involves the ability to meet complex demands, by drawing on and mobilizing psychosocial resources (including skills and attitudes) in a particular context. So there needs to be a program that is done to improve community access in developing tourist villages. The program is expected to

have an impact on residents in improving the economy, so that they are able to play an active role in developing the Bejiharjo tourism village. So in this article the author examines the Improvement the Capacity Building of Human Resources Management on Bejiharjo Tourism Village In Industrial Revolution 4.0.

II. METHOD

This research was conducted in the tourist village of Bejiharjo, Karangmojo District, Gunungkidul Regency, Yogyakarta. The time of the study is from April to July 2019. This study used a qualitative method, the research subjects consisted of village tourism managers, learning residents and community leaders. Data collection uses interviews, observation and documentation. Qualitative data analysis with data reduction stages, data presentation and conclusion drawing.

III. RESULTS AND DISCUSSION

A. Results

The implementation of the HR Capability Enhancement Program for Bejiharjo Tourism Village Managers in the Era of the Industrial Revolution 4.0 was divided into 3, namely: planning, implementation and evaluation.

- Program Planning

At the planning stage Implementation of community-based education in the 4.0 era, it was carried out with the following steps: a) Program socialization, b) Selection of learning citizens, c) Program objectives, d) Material or curriculum, e) Learning strategies, f) Media, g) Materials teaching, h) Evaluation.

- Program Implementation

The Improvement of Human Resource Capability in Bejiharjo Tourism Village Managers in the Industrial Revolution Era 4.0 was done by dividing the participant into 2 sessions, namely giving material discussion and outbound.

- Discussion

Program for implementing rural tourism education in the industrial revolution era 4.0. material is divided into 4 things: communication, collaboration critical thinking, and creativity. The material is an important point given to participants so they are able to understand and apply in developing the tourist village that they manage.

Communication is one of the keys to success in developing tourist villages. There are so many problems they face, both for fellow managers, with tourists and even with the people around their businesses, apparently due to miscommunication. Finally, participants after attending the training realized that communication skills were an important factor in maintaining their business, especially the business they were doing was a service effort, so they had to be good at communicating to the tourist with the intention of comfortable visitors service.

Collaborative is the ability to collaborate or cooperate between members, interrelated and synergize, bringing together all the potential possessed by the potential of others to develop the village of bejiharjo tourism. The results of the training found that participants still often depend on others, not living independently. So that in training the soul is formed to build and strengthen

each other. Participants woke up to the realization that success in managing tourism villages would not be possible if they could not work together.

Critical thinking ability of participants has to be trained and able to understand a problem that often occurs in the management of a tourist village, so that when a problem come that would not be an obstacle for them but make it as valuable learning. Participants are trained to be skilled in expressing opinions to solve common problems, problem solving is an attitudes or actions taken by participants regarding the problems faced by utilizing the information or resources they have.

In this material participants are explained about Creativity or work as a person's ability to create. Creativity is really needed by every tourism village management, which is the process of one's mind in creating new ideas. Creativity that can produce something new in package tourism and is usually economically valuable is often referred to as innovation. The results of this material participants are motivated to always learn humbly and constantly look for new knowledge related to the development of rural tourism. Curiosity further motivates them to continue to develop. Never feel satisfied with what they are achieving at this time and continue to want to learn, so that they gain strength and confidence from within the peers to act boldly when they have to realize something new for the common interest of developing tourist village.

- Outbound

In this session the material provided with outbound activities. Outbound is an activity of giving material in a fun way but it contains communication material, collaboration critical thinking, and creativity. Starting with the division of participants into several groups, and proceed with gymnastics activities. Outbound games given are: dragon ball, transfer of water, and guess what words. All games are given to aim to hone skills for critical thinking, creative thinking, collaborating, and communicating.

Dragon ball game is a team building game that is classified as low impact, this game requires that each participant in the group put water into a hollow pipe with lots of balls. All participants in the group must devise a strategy so that the ball can come out of the pipe with many holes. This requires good cooperation between participants in the group to finish the game. So that the game teaches about Communication and collaboration between members it is important to achieve a goal.

- Evaluation

Program evaluation is intended to find out the level of success of the planned activities in Capacity Building of Human Resources Management on Bejiharjo Tourism Village In Industrial Revolution 4.0 and to take follow-up on this program, so that the program can take the form of revising, continuing and disseminating or even stopping the program. The results show that participants' knowledge and skills have improved. Participants can be more active and creative in creating a new package of tourist villages that they manage, able to work together to be able to improve excellent service

B. Discussion

Industrial Revolution 4.0 is inevitable and must be faced especially for the tourism village management in order to develop. This technological development demand brought the management of the Bejiharjo tourist village to be ready to face the development of innovation in various lines. Various developments are seen in the rampant expansion of the digital world and the internet so that rural tourism must be able to capture these developments as opportunities in optimizing the potential of the villages they have. As the manager of a tourist village has a big role in giving birth to a critical and innovative community. In this study there are 4 important things in the Industrial Revolution 4.0 era, namely critical thinking, creativity, communication, and collaboration.

The results of the implementation program of the tourism village community education in the industrial revolution era 4.0 had a positive impact on the development of the tourism village. Tourism awareness groups in the tourism village of Bejiharjo are able to increase knowledge about the changes that occurred in the era of the industrial revolution 4.0 and have the skills to use technology to support the development of tourism villages. After participating in the program, there were changes that included: increased motivation to be creative in developing the packages they had to offer to tourists, to be able to communicate and collaborate with management and tourists alike, and always be responsive and critical to improve services in the tourist village.

IV. CONCLUSION

From the explanation of the results of research and discussion it can be concluded that 4 important things in the Industrial Revolution 4.0, called Critical Thinking,

Creativity, Communication, and Collaboration are very influential in the development of tourism villages. Managers of Bejiharjo Tourism Village are trained to think creatively and innovatively in a fun way to create new breakthroughs in their villages. The training is conducted in 2 sessions, which were called by Giving Material classically and Outbound. The results of the training of participants to know and be able to apply 21st century skills to advance the village tourism by optimizing the potential of the village.

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