

STRENGTHENING MANAGEMENT OF TOURIST GUIDE SERVICES IN BILEBANTE TOURIST VILLAGE, CENTRAL LOMBOK THROUGH PUBLIC SPEAKING SKILLS

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Abstrak: Desa Bilebante merupakan salah satu desa di Pulau Lombok dengan berbagai potensi wisata yang perlu dikembangkan oleh akademisi universitas melalui sebuah program pengabdian kepada masyarakat. Oleh karena itu, Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI) melaksanakan program pengabdian di Desa Bilebante dengan tujuan memberikan penguatan manajemen layanan pemandu wisata Desa Wisata Bilebante melalui pelatihan keterampilan public speaking. Metode yang digunakan adalah Focus Group Discussion (FGD), pelatihan dan pendampingan. Hasil program menunjukkan adanya peningkatan kecakapan keterampilan public speaking para pemandu wisata di Desa Bilebante. Secara umum, program penguatan kapasitas ini dapat mengembangkan kualitas Sumber Daya Desa Bilebante sebagai desa wisata yang berpotensi mendorong perekonomian masyarakat desa. Program pengabdian kepada masyarakat ini menjadi alternatif untuk pengembangan desa wisata dalam meningkatkan manajemen dan tata kelola pariwisata daerah.

Kata Kunci: desa wisata, desa Bilebante, public speaking, potensi wisata

Abstract: Bilebante Village is one of the villages on Lombok Island with tourism resources that need to be developed by academics through a community service programme. Therefore, the Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI) carried out this community service programme in Bilebante Village, which aims to strengthen the service management of Bilebante Tourism Village tour guides through public speaking skills training. The methods used in this program were Focus Group Discussion (FGD), training and mentoring. The results show an improvement in the public speaking skills of the tour guides in Bilebante Village. Overall, this programme can develop the quality of Bilebante Village resources as a tourist village that potentially encourages the economic level of the community. This community service programme can be an alternative for developing tourism villages and enhancing regional tourism management.

Keywords: tourism villages, Bilebante, public speaking, tourism resources

Introduction

Indonesia is a country with diversity in not only a wealth of culture, religion, art and customs but also a wealth of tourism objects. The wealth of tourism objects is one of the riches in great demand, both from local communities and foreign communities. Tourism is travelling a group of people or individuals to an area with natural, cultural and historical attractions. Therefore, the facilities must be available for tourism at the tourist destination (Yunita et al., 2021).

One tourist village that has the potential to compete with several tourist villages in

Indonesia is Bilebante Tourism Village, Central Lombok Regency, West Nusa Tenggara. Ramadhian and Prasetya (2021) stated that the Bilebante Tourism Village is a tourist village that offers natural beauty and lots of rice fields, as well as several facilities for tourists who want to enjoy the natural beauty typical of villages. This is in line with the statement of Ismawati et al. (2022) that is the reason that Bilebante Village is called a green tourist village, with homestay accommodation facilities, a camping ground, a swimming pool, a fishing market, a bicycle path, as well as a seaweed processing MSME training centre. In 2017, Bilebante Green Tourism Village received an award from the Ministry of Villages PDPT as the best Tourism Village in the 2017 Tourism Village Award event. Bilebante Village was chosen because it has been able to run the economy independently through mechanisms.

Bilebante Tourism Village has the opportunity to compete nationally. Therefore, the potential of the Bilebante Tourism Village must be developed continuously according to current developments and the needs of the local community, especially to attract the attention of visitors or tourists from outside the Bilebante Village. Based on an initial survey through literature and the results of interviews with the director and manager of the Bilebante Tourism Village, it is known that the potential is in the form of local products, crafts and culinary delights. The tourist features available at the Bilebante Tourism Village are sufficient to pamper tourists. However, managing services for tour guides is one of the most critical issues that requires optimisation and strengthening.

Based on the problems mentioned above, one of the solutions is to provide special assistance to improve the management of Bilebante Tourism Village. Assistance provided to a community group is a service program that aims to empower the capacity of the community (Muhsyanur, 2022). Community service's essence is empowering a community group to develop its various potentials. Apart from that, community service is a form of utilising experience and knowledge, both theoretically and practically, for the community. Li and Shang (2020) emphasise that community service is a form of collaborative support for the government in empowering community groups.

The Bilebante Tourism Village is an asset owned by the Indonesian people and the NTB community. The concept of a tourist village is to make the village a tourist destination by combining natural and cultural tourist attractions and public tourism facility services, as well as adequate accessibility, with the ways and traditions of village community life (Revida et al., 2021). The assistance offered by the team that is part of the Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI) is strengthening service management for Bilebante Tourism Village managers.

Kardini et al. (2023) state that service management is a process of applying science and art. Based on its objectives, service management aims to meet customer needs, such as visitors or tourists (Tjilen et al., 2023). Fulfilling the maximum needs of customers will give a special impression to those customers. One of the non-material impressions is customer satisfaction, which is a response to fulfilling their needs (Prabowo et al., 2023). Monica and Marlius (2023) also emphasised that customer satisfaction depends on service management.

In providing maximum satisfaction to tourists, at least the basic type of service

management that tourism managers must have is providing the information needed by tourists. Providing information requires special skills because tourists who visit a tourist attraction are not only those from the lower social class but also from the middle and upper social classes, or, more precisely, visited by the general public from all walks of life.

Special skills in conveying information cannot be separated from public speaking skills. Public speaking skills relate to the use of good and targeted language (Muhsyanur, 2014). Public speaking is an important skill for a tour guide that will help them convey messages, influence the opinions and attitudes of tourists, and inspire or entertain tourists (Putri, 2019). Nugrahani et al. (2012) also state that public speaking aims to increase self-confidence. Thus, public speaking skills will provide satisfaction for tourists so that tourists will feel more at home because they feel they are getting good service. Providing tourism services is part of appreciation to tourists and is closely related to tourism service management.

Method

This service program focused on tour guides at Bilebante Tourism Village, Central Lombok Regency, West Nusa Tenggara Province. This program is conducted by Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI) from July to September 2022 and comprises several stages. The evaluation of this community service project can be conducted through two main stages. The first stage is process evaluation, carried out during the public speaking training activities. The service team can observe and record the participants' progress in mastering public speaking techniques, such as effective language use, appropriate body language, and the ability to convey information engagingly. Additionally, direct feedback from participants can be collected through discussions or brief questionnaires after each training session to measure their level of understanding and satisfaction with the material presented.

The second stage is outcome evaluation, conducted after the entire series of service activities is completed. This evaluation may include assessing the improvement in the quality of tour guide services in Bilebante Tourist Village through field observations or surveys of tourists. The service team can also conduct interviews with village tourism managers to determine the impact of the training on overall tour guide service management. Furthermore, long-term evaluation can be carried out by monitoring the increase in tourist visits and their satisfaction levels with the tour guide services in Bilebante Tourist Village over a certain period after the implementation of the service program.

Preparation phase

The preparation stage carried out by the service team includes several activities. The first stage is strengthening the partners as participants in the program. Strengthening the partners is related to conducting outreach by openly and nationally recruiting the teams of the community service program from academics across various universities in Indonesia. The results of this partner-strengthening stage successfully formed an association that was finally mutually agreed upon with the name Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI). The association includes 35 lecturers from 17 universities, both private and state universities.

The second stage is strengthening licensing and MoU (Memorandum of Understanding) texts. Because this activity is carried out nationally and is held across provinces, the team prepares permits as an administrative requirement at this stage. Apart from licensing, the service team also prepared an MoU text to implement the sustainability of the partnership program. The third stage is formulating a work program and determining the service program's main object or location. This third stage concerns exchanging opinions regarding the programs offered so that service activities can achieve targets oriented towards common interests academically and empower local communities as the main target.

The communication strategy carried out by the service team during this preparation stage process was holding online meetings using the Zoom Meeting platform connection. This preparation stage used the Focus Group Discussion (FGD) method. Those involved were the service team and representatives from local government elements. This activity aims to strengthen permits, strategies and work programs (See [Figure 1](#)).

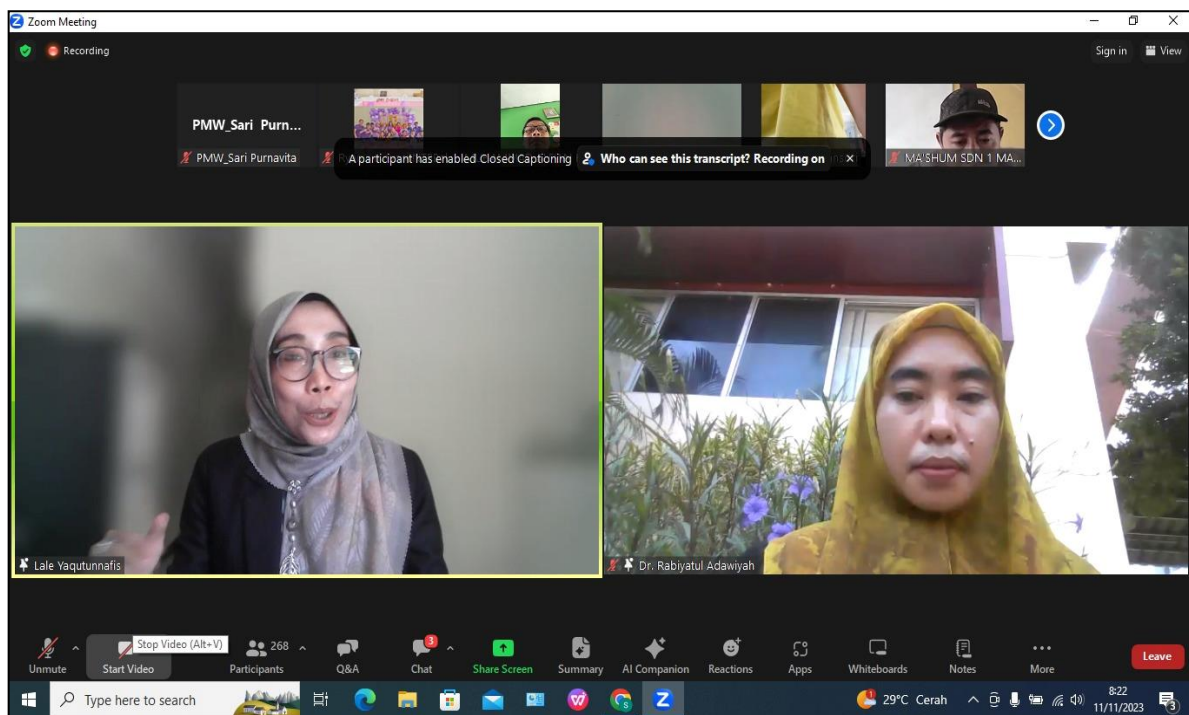


Figure 1. The Community Service Team with the local government conducted an FGD at the Preparation Stage via Zoom Meeting

Planning Stage

The focus of activities at this planning stage is conducting direct observations in the field, which has been determined as the main location for community service activities, namely in the Bilebante Tourism Village, Central Lombok Regency, West Nusa Tenggara (NTB). The main aim of this observation is to strengthen licensing and, at the same time, socialise the programs that have been prepared. The team involved in this observation was a service team from lecturers at Hamzanwadi University, Nahdlatul Wathan University Mataram, and STIKES Yarsi Mataram.

Implementation Stage

This implementation stage is a direct implementation, namely the realising community service activities, which lasts four days at the Bilebante Village Meeting Hall. This implementation stage consists of 3 three activities, which are described in [Table 1](#) below.

Table 1. Implementation Stages

No.	Date and time	Description	Service Lecturer Team
1	Saturday, September 24 2022	Provision of public speaking material	Dr. Muhsyanur, M.Pd. Endang Lestari., S. Pd., M. Pd.
2	Sunday, September 25 2022	Direct practice by the Bilebante Tourism Village tour guide	Baso Syafaruddin, S.Pd.I., M.Pd.I. Syukrina Rahmawati, S.Pd., M.Hum.
3	Monday, September 26 2022	Monitoring and Evaluation	Dr. Ir. Retno Ambarwati Sigit Lestari, M.T. Dr. Mannivannan Murugesu, M.A.

Source of Community Service Report in Bilebante Village, Central Lombok Regency, NTB Province

The methods that have been described are part of the steps and strategies taken in realising service activities. Therefore, the stages of the method used in this community service programme are illustrated in [Chart 1](#).

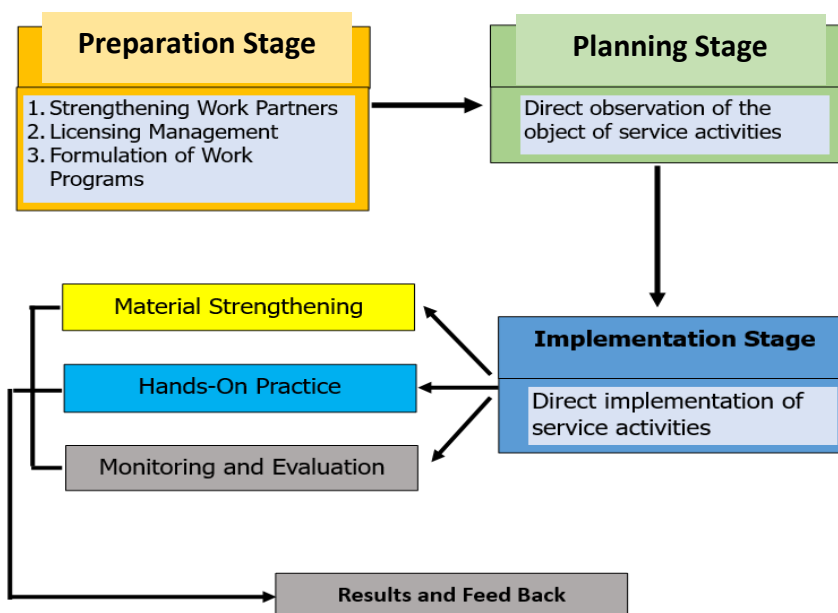


Chart 1. Flow chart of the community service programme

Result and Discussion

The implementation of public speaking skills training for tourist guides in Bilebante Village

yielded significant positive outcomes. There was a marked improvement in the guides' ability to communicate effectively with visitors. Participants demonstrated enhanced confidence in presenting information about local attractions, culture, and history. This newfound assurance was evident in their improved body language, voice modulation, and overall presentation style. The training also fostered a more interactive approach to guiding, with participants learning to engage tourists through storytelling techniques and encouraging questions, creating a more immersive and memorable experience for visitors.

Moreover, the project had a notable impact on the village's management aspect of tourist guide services. The local tourism management team reported a more structured approach to organising guided tours, with clearer protocols for guide assignments and tour content standardisation. This improved organisation led to a more consistent quality of service across different guides and tours. Additionally, there was an observed increase in tourist satisfaction, as indicated by post-visit surveys. Visitors particularly appreciated the guides' improved English language skills and their ability to provide in-depth, engaging information about the local area.

The long-term effects of this project are promising for Bilebante Village's tourism sector. In the months following the training, there was a noticeable uptick in positive online reviews mentioning guide services, contributing to an enhanced reputation for the village as a tourist destination. This improved reputation has begun to translate into increased visitor numbers, with a 15% rise in bookings for guided tours compared to the previous year. Furthermore, the success of this initiative has inspired neighbouring villages to consider similar training programs, potentially leading to a broader improvement in tourism services across the Central Lombok region. Thus, The project benefited Bilebante Village directly and set a replicable model for tourism development in similar rural settings.

Based on the questionnaire given before the service activity, the public speaking skills Bilebante Tourism Village tour guides possess in providing services to tourists are still quite minimal. This means the initial conditions before the community service program were not optimal. This can be seen in the summary of the percentage of public speaking skills depicted in the [Diagram 1](#).

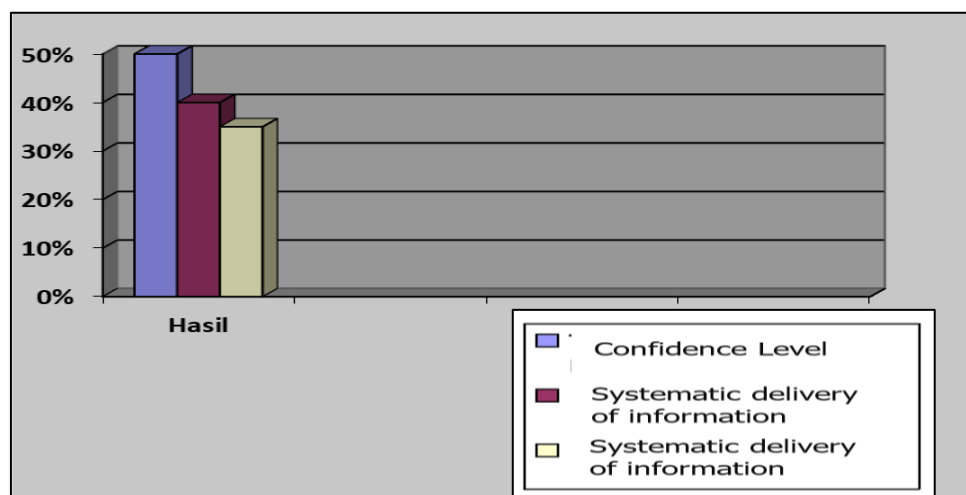


Diagram 1. Percentage of Initial Conditions of Tourist Guide Public Speaking Skills Pre-Training

Diagram 1 shows that the public speaking skills of Dewa Wisata Bilebante tour guides during pre-service activities are still below average. First, the aspect of self-confidence, the percentage is 50%. Second, the systematic aspect provides 40% of the percentage information. Third, the rhetorical aspect of speaking is at a percentage of 30%.

The community service programme aims to strengthen service management for Bilebante Tourism Village tour guides. This is to support various potentials in developing the Bilebante Tourism Gods. Therefore, the service activities carried out take place systematically by presenting material according to the needs of the tour guide. The following is a photo of the process of presenting material delivered by one of the service teams to strengthen the tour guide's understanding.



Figure 2. Presentation of Material in Collaboration with Group Discussions

At the stage of presenting the material, the tour guides are directed to take notes to record the material that has been presented (see Figure 2). Material is used to provide an initial understanding of service management concepts and the concept of applying public speaking skills. During the presentation of the material, the service team acting as resource persons combines the lecture method with the discussion method so that the tour guide can absorb the material presented. The lecture method is a method that can strengthen the listener's understanding because it contains more detailed information and explanations. Ta'í et al. (2023) explain that the lecture method is very effective and simple because it is not just limited to providing explanations, but there is also a demonstration. Meanwhile, the discussion method is an activity that provides opportunities for participants to share knowledge and experiences. In the education field, Nurhasanah and Tahir (2023) suggested that the discussion method will make it easier for participants to collaborate on various matters.

Apart from that, in between presenting the material, other service teams assisted the resource persons in controlling the ongoing practical process of applying public speaking skills. This aims to make the mentoring process more focused and systematic so that the mentoring goals can be achieved according to targets. One of the strategies used by the service team to make practice more efficient is to form several groups. Each group is given a text containing general questions that usually arise when tourists visit an object. After presenting the material and practice, the next stage is monitoring and evaluation.



Figure 3. Service activity monitoring and evaluation process

The monitoring stage is an activity to monitor ongoing service activities (see [Figure 3](#)). The purpose of monitoring is to determine the level of achievement and conformity between the planned and the results achieved when the monitoring was carried out. This is in line with the statement by Limatahu et al. (2023), which stated that monitoring is the first step in finding out the progress of service results. Meanwhile, evaluation activities are participant-oriented. In this case, the tour guide is the subject of the service activity. The evaluation stage is very important in any process. This is also reinforced in the statement of Matovu et al. (2023) and Freidson & Rist (2020), which states that evaluation activities are a series of events or activities that aim to measure the participant's level of success. Apart from that, evaluation is a series of activities to improve participants' quality and performance or productivity through community service activities.

The community service program to strengthening service management through public speaking skills training can increase the capacity of Bilebante Village tour guides that can be seen based on two aspects. First, the participants' enthusiasm in participating in the entire series of training activities. This can be seen from the participants' responses to the following steps: during the presentation of material, practice, and monitoring and evaluation. Second, the percentage of participants' conditions after participating in the training improved as in [Diagram 2](#).

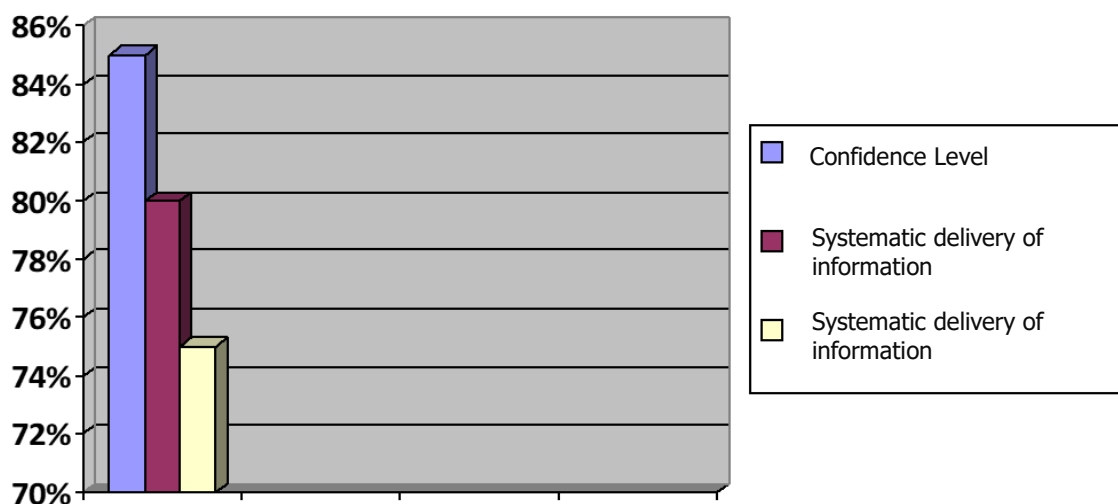


Diagram 2. Percentage of Advanced Conditions of Public Speaking Skills for Tourist Guides Post Training

Based on [Diagram 2](#), we gained the post-training results regarding the public speaking skills of the tourist guides in Bilebante village. First, in terms of the participant's level of confidence, it reached 85%. This shows that the participants' self-confidence after participating in public speaking skills training has increased compared to the condition before the training, which was only at the 50% level. Second, the systematic aspect of providing information reaches 80%. This shows that systematicity in providing information has increased to 80%, from only 40%. Third, the rhetorical aspect of speaking also increased to 75%, from previously only being at 35%.

Achieving self-confidence is indicated by belief in one's abilities, not being easily influenced by other people, being responsible for the actions to be taken, being independent, not depending on other people, and adapting easily. The achievement of the systematic aspect of providing information is indicated by the sequence of thinking, experience in understanding the situation, and material readiness. The achievement of the rhetorical aspect of speaking is indicated by understanding the listener's character, self-character (private character), and mastery of the material and situation.

Conclusion

Based on the results of the community service carried out, two important things were discovered. First, the Bilebante Tourism Village guide, as the subject of service, has adequate capabilities to improve and maintain service management in the Bilebante Tourism Village. Second, the Bilebante Tourism Village as an object of service, still has several potentials that need to be developed to provide opportunities to compete and synergise globally. The non-material output obtained was building an emotional relationship between the community service team and the subject of service. Thus, referring to this program, further programs that are more diverse and improved can be planned.

Acknowledgment

We would like to express our gratitude to all parties for their supports. First, to the NTB Provincial Government for providing access to community service activities in the NTB region. Second, to the Bilebante Village Government for giving permission and providing facilities to achieve community service activities specifically for tourist village guides in Bilebante Village, Central Lombok Regency. Third, to the management of the Asosiasi Dosen Lintas Perguruan Tinggi Indonesia (ADLPTI).

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