

An Evaluation of Indonesian National Work Competency Standards (SKKNI): A Case Study of the Gili Balu

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ABSTRACT

The aim of this study is to evaluate the skills possessed by human resources in the Gili Balu area, West Sumbawa. This research is important because in practice the Gili Balu area is under tourism development so it is necessary to evaluate the ability of the surrounding community in the tourism industry. By using descriptive qualitative methods and in-depth interviews with 75 respondents, the authors evaluate several indicators such as the ethics of tourism actors, administrative procedures and understanding of technology, first aid skills, conflict resolution, communication skills, and work experience. The author found that tourism actors at Poto Tano Village, Tambak Sari Village, Kiantar Village, Senayan Village were declared to have not met the Indonesian National Work Competency Standards (SKKNI).

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengevaluasi keterampilan yang dimiliki sumber daya manusia di kawasan Gili Balu, Sumbawa Barat. Penelitian ini penting dilakukan karena dalam pelaksanaannya kawasan Gili Balu sedang dalam pengembangan pariwisata sehingga perlu dilakukan evaluasi terhadap kemampuan masyarakat sekitar dalam industri pariwisata. Penelitian ini menggunakan metode deskriptif kualitatif dan wawancara mendalam kepada 75 responden, penulis menilai beberapa indikator seperti etika pelaku pariwisata, prosedur administrasi dan pemahaman teknologi, pertolongan pertama, resolusi konflik, keterampilan komunikasi, dan pengalaman kerja. Penulis menemukan pelaku wisata di Desa Poto Tano, Desa Tambak Sari, Desa Kiantar, Desa Senayan dinyatakan belum memenuhi Standar Kompetensi Kerja Nasional Indonesia (SKKNI).

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INTRODUCTION

West Nusa Tenggara (NTB) is improving and seeking to explore tourism and cultural opportunities, especially the possibilities of small islands. On the islands of Lombok and Sumbawa, West Nusa Tenggara has roughly 280 small islands scattered among ten regencies/cities. There are 38 islands in West Lombok Regency, 20 islands in Central Lombok Regency, 35 islands in East Lombok Regency, 15 islands in West Sumbawa Regency, 62 islands in Sumbawa Regency, 23 islands in Dompu Regency, and 84 islands in Bima Regency. In NTB, the majority of these small islands are marine

conservation zones. The protected area has the potential to be a tourism destination as well as a fishery region.

The laws governing the use of small islands, namely Law Number 27 of 2007 concerning Coastal Areas and Small Islands Management and Law Number 10 of 2009 concerning Tourism, state that the goals of tourism are to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment, and resources, promote culture, elevate the nation's image, foster a sense of love for the homeland, and strengthen national identity.

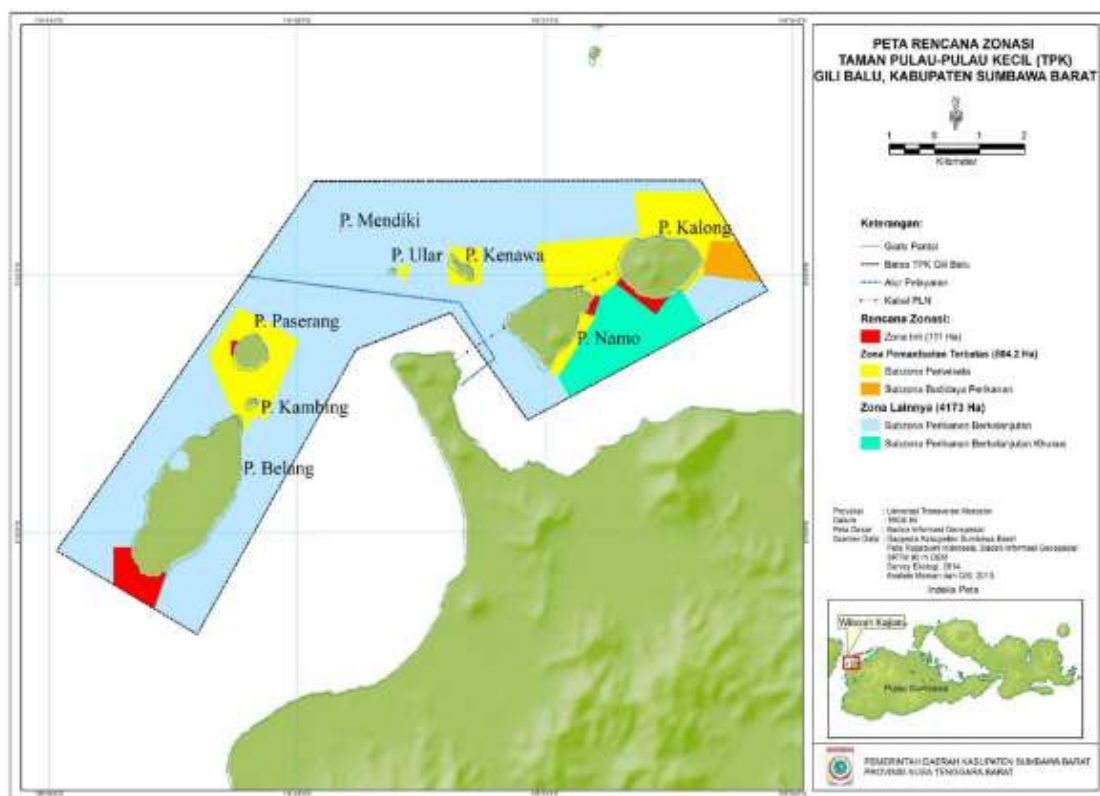


Figure 1. Gili Balu Areas
 Source: West Sumbawa Government

In order to maximize the community's economic, social, and cultural benefits from its potential and appeal as a fisheries, forestry, and

tourism conservation area, the government must prepare competent human resources.

Plans are based on Regional Regulation (Perda) Number 7 of 2013. The

Master of Regional Tourism Development in 2013-2028 Regional Tourism Strategic Areas (KSPD) on Sumbawa Island, including the Gili Balu area as a marine ecotourism area in Poto Tano District, West Sumbawa Regency (KSB).

The Gili Balu area was chosen as a strategic tourism area because it has diverse flora and fauna potential. In addition, this area is still very natural and has not been managed properly by the government or the private sector. Furthermore, this area is included as one of the 99 tourist villages in West Nusa Tenggara.

Kalong Island, Namo Island, Kenawa Island, Snake Island, Mandiki Island, Paserang Island, Goat Island, and Belang Island are all part of the Gili Balu region, which is a conservation area made up of a number of small islands. These little islands have a total land area of 941.19 hectares. Gili Balu's total land and water area is roughly 6,005.2 hectares.

Based on observations, the natural beauty of the water, with coral reefs and a plethora of high-quality marine life, represents a tremendous opportunity that has not been fully realized. This potential can contribute to the development of alternative tourism in the Gili Balu area. Because of numerous factors, including internal community factors such as a shortage of human resources in the tourism sector, the present potential management has not been exploited. As a result, the ability of human resources in terms of working capital must be assessed. A person must have competence in terms of ethics, administrative procedures, technological understanding, first aid, conflict resolution, communication, and work

experience, according to the Indonesian National Work Competency Standards (SKKNI)¹.

Up to this point, the Gili Balu area has received less attention in terms of human resource studies. Furthermore, SKKNI research is still discussing other industries (Mahdane et al., 2018; Shidiq et al., 2019; Trisanty, 2021; Wulandari & Wahyudin, 2020). As a result, this study provides a review on the community's ability in the Gili Balu area using the Indonesian National Work Competency Standards. As a result, this research can be used to develop community resources in the tourism sector, particularly in the Gili Balu area, which is currently being developed.

LITERATURE REVIEW

According to (Nina Mistriani et al., 2020), the word competence refers to a skill or capacity. There are different viewpoints on what constitutes competence. Competent is an adjective that meaning "capable," "capable," and "agile."

Furthermore, according to Rahman et al. (2021) research, several things that tourism activists must have are work discipline attitudes, tourism competencies, and good environmental conditions. Furthermore, talent is an important factor in increasing one's capacity in the tourism sector's development. Hien et al. (2020) stated that skills and proficiency in using tourism management software and technology are essential in improving the quality and quantity of human resources in the tourism sector. As a result, tourism training institutions must rapidly approach and implement advanced applications of intelligent technology, such as artificial intelligence, in teaching and practice. According to Cejas Martínez et al. (2020), human resource capacity in the tourism sector must be sustainable. Human resource

¹ Regulation of the Indonesian Tourism Ministry, Number 11 of 2015, Enforcement of

the Indonesian National Work Competency Standards (SKKNI)

development that is sustainable can lead to the development of the organization and the larger community. Tourism companies, governments, public institutions, educational institutions, and international organizations must all play a role in the long-term development of human resources in the tourism industry. Collaboration between organizations can help to ensure the long-term development of human resources in the tourism industry.

The discussion of human resource competency appears to be limited to the broad area of development (Setiawan, 2016; Subakti, 2022; Suryani & Resniawati, 2022; Trisanty, 2021). There are not many studies that assess an individual's ability. Setiawan, 2016), for example, examined human resource development techniques in the development of tourism items in his research. He discovered in his research that qualified human resources require effective management, development, and financing in order for the process of developing human resource quality to be successful.

Pajriah (2018) followed up with a study that looked at the role of human resources in the development of a tourist attraction. She discovered that tourist education and tour guide training were crucial to an object's success. Human resources with the necessary education have more potential for promoting tourism.

The majority of study focuses solely on the role and approaches of human resource development. No one has talked about the competency standards that tourist workers must meet, particularly those pertaining to the Indonesian National Work Competency Standards (SKKNI) (Mahdane et al., 2018; Muliawan et al., 2021; Setiawati, 2018; Shidiq et al., 2019; Trisanty, 2021; Wulandari & Wahyudin, 2020). As a

result, it is possible to conclude that this study is distinctive in that it attempts to assess the community's ability in the tourism sector using a unique standard, namely SKKNI.

RESEARCH METHOD

In this scenario, the authors are assessing the community's readiness in terms of working capital in the tourism sector around Gili Balu. Poto Tano Village, Tambak Sari Village, Kiantar Village, Senayan Village, and West Sumbawa Regency were the locations of the survey, which took place in four villages and one district. The author chose this area since these villages are the starting points for travellers heading to Gili Balu. The author conducted in-depth interviews with stakeholders in each of these settlements, including the community, tourism workers (tour guide, boat owners, and MSME owners, and the local government.

Purposive sampling is a data gathering approach in which the authors select the quantity and types of persons to be questioned based on specified criteria (Habibi et al., 2021). The authors employed a triangulation method to multiple figures, including village and district administrations, as well as tourists, to ensure the authenticity of the data acquired (Hartarto et al., 2021). Data saturation is employed as a search criterion; in other words, if the interview findings have achieved saturation or there is no difference in each respondent's response, the researcher will cease the interview procedure (Azizurrohman et al., 2021).

Respondents were asked to consent to being recorded and included in this study during the interview process. Respondents are free to refuse to answer if they believe the question is insulting. The collected interview results will be changed in the form of interview transcripts in order to examine the data. The transcript will then be

condensed to the substance of the respondent's submission. Finally, the author will recount the findings of the interviews.

There were 75 people who responded, with 32 women and 43 males of various educational backgrounds, occupations, ethnic origins, statuses, and ages. Each hamlet has a distinct number of responses, with Poto Tano Village having 37 persons, 13 women and 24 men. Senayan Village is made up of 14 people: 6 women and 8 males. Kiantar Village has a population of up to 6 individuals, with one lady and five men. Tambak Sari village has a total of 6 individuals, 5 women and 1 man. The West Sumbawa District Office received 12 responses, with 7 women and 5 males.

Table 1. Respondent's Jobs

Role	Villages			
	Poto Tano	Senayan	Kiantar	Tambak Sari
Local Government	7	3	1	-
Fishery Supervisor	2	1	-	-
Fisherman	9	4	2	-
Farmer	0	1	3	-
Trader	7	-	-	1
Boatman	4	-	-	-
Guide	2	-	-	-
MSME	2	2	-	-
Housewife	2	1	-	-
Teacher	-	1	-	3
PKK ²	-	2	-	-
Pokdarwis ³	-	-	-	2

Source: Survey (2021)

RESULT AND DISCUSSION

Based on the acknowledgement of the respondent's readiness in terms of working capital. The Indonesian National Work Competency Standards were employed by the survey team (SKKNI). SKKNI is a work ability formulation that comprises aspects of knowledge, skills, and/or expertise, as well as work attitudes, that are related to

the performance of responsibilities and job requirements as specified by laws and regulations.

Table 1 below summarizes the findings of this study.

Table 2. Results Summary

SKKNI	Note
Tour Provider Ethics	Poor
Administrative Procedures and Technology Understanding	Poor
First Aid Competency	Poor
Conflict Handling	Moderate
Communication	Poor
Work Experience	Poor

Note: Poor if the respondent cannot meet the standard; Moderate if it meets the standard; Good is it above the standard

Tour Provider Ethics

It appears that many respondents do not understand the ethics of leading tourists when it comes to guiding tours. A diver conveyed this message.

"Until now, I've only provided the finest possible service to local tourists." When I'm a tour guide, all I know is to be courteous and pleasant to visitors. The rest is a mystery to me. (Respondent 2)

This is reinforced by (Kesumadewi et al., 2018), who states that one of the things that must be addressed when providing clients is service ethics. He defined ethics as "moral values and moral norms that serve as a guide for a person or a group in regulating their behavior, or what is known as a "value system"; as a collection of moral principles or values, which are often referred to as "codes of ethics"; and as the science of good or bad, which is referred to as "moral philosophy." Given the significance of ethics in regulating one's behavior, it is critical to apply it as a guide when serving customers.

² Family Welfare Guidance Group

³ Travel Awareness Group

Administrative Procedures & Technology Understanding

The community is utterly unaware of tourism practices in terms of administration. To converse with tourists, people just have cell phones. As a result, without a structured and effective method, the travel booking process remains traditional.

"I usually get a call from a tour guide when a tourist wants to come." My employment consists only of transporting tourists to the island" (Respondent 12)

Administrative abilities and a working knowledge of technology, according to the Tourism SKKNI, are critical in supporting tourism activities. Understanding this can make managing a tourist attraction easier for business actors.

First Aid Competence

One of the most crucial indicators that tourism players must possess is first aid. This is to ensure that tourists are safe while traveling. Furthermore, tourism on Gili Balu include daring activities on islands and in the sea. As a result, tourist players' ability to rescue in the event of an accident is required. The responders, on the other hand, admitted to not knowing how to administer first aid.

"If any tourists are harmed, we will transport them to the mainland and transport them to the puskesmas" (Respondent 1)

"If a tourist is bitten by a sea urchin, we normally pound the tourist's leg with a stone until the thorns that have entered are crushed. This technique is quite effective" (Respondent 4).

On the basis of this comment, it may be determined that the people in the Gili Balu area are unaware of tourist first aid practices.

First aid skills are required for tourism actors, particularly tour guides, according to the Indonesian National Work Competency Standards. This is critical since tourism activities are

synonymous with outdoor activities, which, by definition, carry the risk of accidents such as motorbike accidents, drowning, scratched by coral, and so on. As a result, tour guides should have a basic understanding of first aid.

Conflict Handling

There has never been a dispute between tourism actors and tourists, according to respondents. They confess that the tourists who visit are pleased with the services they provide.

"The tourists who visit us are pleased with our service. They never object to what is offered to them." (Respondent 16)

Several responders, on the other hand, stated that there were several tourists who came to complain the cleanliness of the tourist area on other occasions.

"There were tourists who protested due of the vast amount of waste near tourist spots, both on islands and in communities" (Respondent 25).

Employees in the tourism industry must be able to handle issues both internally and outside. Tour guides, for example, must be able to recognize an issue before it escalates into a confrontation. Furthermore, the tour guide must be competent to resolve disputes that arise between tourists and guides. For example, if tourists complain about the incompatibility of the services received with those offered. Therefore, tour guides must be able to handle these problems so that there is no prolonged conflict

Communication Ability

The most significant barrier for the people surrounding the destination is communication. Because of their weak language skills, they acknowledge that they rarely communicate with tourists. When international tourists visit, they rely solely on body language or translation apps. As a result, people are unable to provide additional information to tourists. People only take tourists to the island and don't communicate with them.

"When I encounter tourists, I just use sign language." If they bring a tour guide, though, the guide will assist me." (Respondent 30)

"I use Google Translate to converse with tourists." (Respondent 19)

(Kovalenko et al., 2021) identifies numerous factors that must be developed in order to build tour guide skills, one of which is public speaking. Workers in the tourism industry are frequently required to speak in front of a group or a tourist. As a result, communication skills are critical in assessing tourists' comprehension of an object, such as cultural awareness, applicable legislation, and other factors.

Work Experience

The majority of the residents of Gili Balu come from a family of fishermen, housewives, and traders. Those who work in the tourism industry, on the other hand, are only fishermen who want to become boatmen and divers.

"I used to work as a fisherman. With the influx of tourists, I was considering becoming a boatman to transport them. But if there aren't any tourists, I'll go fishing again" (Respondent 26).

"Fishing is my primary occupation. If you can't travel to sea, becoming a boatman is a secondary job." (Respondent 9)

Persons with more experience will always be smarter in dealing with any situation than those who have none at all. As a result, it can be inferred that a tourism actor needs job experience in the field in which he works in order to give the services that tourists demand.

CONCLUSION

Recognizing the significance of establishing competency standards in any job, particularly in tourism. The Ministry of Tourism establishes particular competency criteria for the tourism industry, which must be met by

all tourism workers. However, few academics have previously assessed the capacities of tourist campaigners using specified criteria. As a result, this research presents a novel research topic.

The author evaluates the community's readiness in terms of work competency criteria in the Gili Balu tourism sector. The survey took place in Poto Tano Village, Tambak Sari Village, Kiantar Village, Senayan Village, and the administration of West Sumbawa Regency. The author chose this location since these towns are where visitors to Gili Balu begin their journey. The author conducted in-depth interviews with community members, tourist actors, and local government officials in each of these communities.

Tourism workers (tour guide, boat owners, MSME owners, and the village government) in Poto Tano Village, Tambak Sari Village, Kiantar Village, and Senayan Village were found to have failed to meet the Indonesian National Work Competency Standards (SKKNI), which include ethics, administrative procedures, and technological understanding, first aid skills, conflict resolution, communication skills, and work experience.

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