

**IMPROVING PARKING SERVICES THROUGH SOCIALISATION TO PARKING
ATTENDANTS IN THE SANUR TOURISM AREA**

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Abstract

The Sanur tourism area is one of the tourist destinations that is frequently visited by both domestic and international tourists. One of the important aspects affecting tourists' comfort is parking services. This Community Service activity aims to improve parking services through socialization to parking attendants in the Sanur tourism area. The method used in this community service activity is the socialization method, which involves education and training for parking attendants on the importance of friendly, systematic, and safe services for tourists. This activity includes several stages: (1) Identification of current parking service issues through observation and interviews with parking attendants and parking service users; (2) Preparation of socialization materials covering aspects of excellent service, ethics, and safety; and (3) Implementation of socialization conducted in the form of seminars and interactive discussions. The results of this activity are expected to show a significant improvement in the quality of parking services in the Sanur tourism area. Parking attendants who have participated in the socialization are expected to become more friendly, orderly, and professional in carrying out their duties. Tourists' satisfaction with parking services is also expected to increase, which will have a positive impact on the overall image of the Sanur tourism area.

Keywords: excellent services; parking attendants; sanur; tourism; tourism villages

INTRODUCTION

The Sanur tourism area in Bali is one of the most popular destinations for both domestic and international tourists. Its enchanting natural beauty, stunning white sandy beaches, and rich local culture make Sanur a highly sought-after destination. Each year, thousands of visitors come to enjoy its natural beauty, cultural attractions, and serene beaches. However, behind its appealing charm, Sanur also faces several challenges in terms of infrastructure and services to tourists. One aspect that often becomes a major complaint from visitors is the parking service issue. Irregular parking services, lack of friendliness, and insufficient vehicle security often diminish the comfort and positive experience of tourists. This not only negatively impacts the individual tourist experience but can also affect the overall image of the Sanur tourism area as a premier destination in Bali. To address these challenges, the Politeknik Transportasi Darat Bali has initiated a Community Service program. This activity is focused on socialisation to parking attendants in Sanur. Through structured socialisation methods, such as counseling and intensive training, it is hoped that parking attendants can understand and apply principles of good service, professional work ethics, and effective security. This process involves several stages, starting from direct problem identification in the field, the preparation of relevant socialisation materials, to the implementation of seminars and interactive discussions.

The implementation of this activity is expected to result in a significant improvement in the quality of parking services in Sanur. The involved parking attendants are expected to become more friendly, organized, and professional in carrying out their daily tasks. Consequently, the

tourist experience in Sanur will be more satisfying, ultimately enhancing Sanur's image as a quality and safe tourist destination. This effort is hoped to maintain Sanur's appeal as one of Bali's premier tourist destinations, not only beautiful but also enjoyable to visit.

METHOD

The method used in this Community Service activity is the socialisation method. This method was chosen because it is educational and participatory, allowing parking attendants to gain new knowledge while actively engaging in the learning process. The outreach method in this context involves several important stages designed to ensure the effective transfer of knowledge and skills to the parking attendants.

1. Identification of the Parking Service Problems

The problem identification stage of parking services was conducted through direct field observation. This observation included monitoring existing parking service practices, how parking attendants interacted with tourists, and identifying common issues in the parking process. In addition, in-depth interviews were conducted with parking attendants and parking service users to gain further insight into the problems they faced and their expectations for better parking services. These interviews also helped understand the perspectives of parking attendants and tourists regarding the desired service standards.

2. Development of Socialisation Materials

The socialisation materials were prepared with several key aspects in mind. The content on excellent service covers fundamental principles such as friendliness, promptness in service, and professionalism. Emphasis was placed on the importance of providing friendly service to make tourists feel comfortable and secure in the tourism area. The material on work ethics includes values like honesty, responsibility, and integrity in daily tasks. Parking attendants were taught to be polite, respectful to tourists, and to maintain integrity in their work. The security material outlines procedures to ensure the safety of vehicles and tourists' belongings, as well as knowledge on handling emergency situations to enhance the readiness of parking attendants.





Figure 1. The Presentation of Socialisation Material

3. Implementation of Socialisation

The socialisation implementation was conducted through seminars led by experts or facilitators who are competent in their fields. These seminars were designed to provide comprehensive information to parking attendants about the importance of excellent service, work ethics, and effective security strategies. After the seminar, interactive discussion sessions were held where parking attendants could ask questions, engage in discussions, and share experiences related to the material presented. The aim of these discussions was to deepen their understanding and support the practical application of the knowledge gained in real-life situations in the field.

4. Administering Quizzes to Assess Understanding:

As part of the evaluation effort, a quiz was administered to parking attendants after the socialisation was completed. This quiz was designed to assess their understanding of the material covered during the socialisation. It included questions on the principles of excellent service, work ethics, and security protocols that were taught. The results of the quiz were used to evaluate how much the knowledge and understanding of the parking attendants had improved after the socialisation. Participants who answered correctly demonstrated their ability to understand and apply the concepts taught in their daily practice.

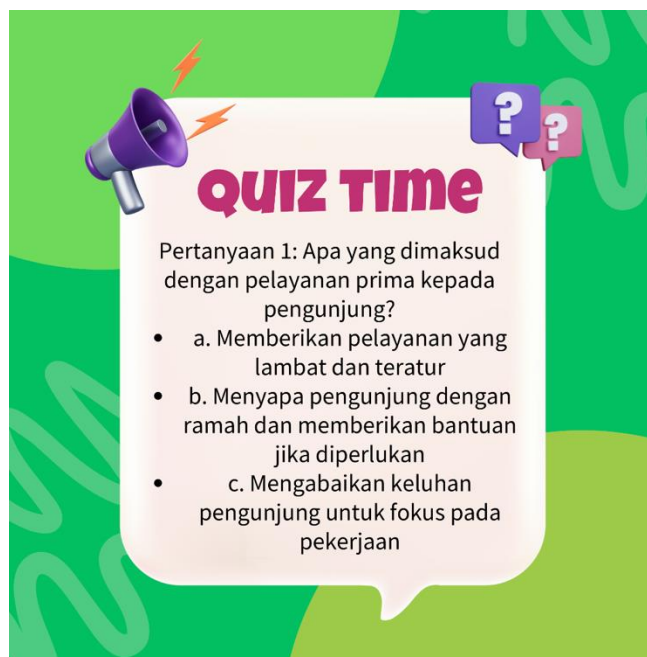


Figure 2. The Quiz Example

Administering the quiz also helped identify areas that still require improvement or additional understanding. The results are then used as a basis for evaluating and refining the socialisation materials for future programs, thereby enhanced the overall effectiveness of the community service initiative. Overall, these socialisation methods were expected to have a significant positive impact on improving the quality of parking services in the Sanur tourism area. By implementing principles of good service, high work ethics, and adequate security strategies, it is hoped that a more friendly and professional environment for tourists will be created. This will not only contribute to enhancing the tourist experience but also help in building Sanur's image as a high-quality and safe tourism destination.

RESULTS AND DISCUSSION

The Community Service activity at Pantai Matahari Terbit Sanur, held on Friday, June 28, 2024, resulted in a significant positive impact on improving the quality of parking services in the Sanur tourism area. The event received a warm reception from the local community, tourists, and relevant stakeholders, marking a joint commitment to enhancing tourism and transportation infrastructure in Sanur, a key hub connecting the Golden Triangle of Bali and Nusa Penida.



Figure 3. Socialisation Activity

Before the activity began, the opening remarks were delivered by Mr. Ida Bagus Sudiraharja, S.E., as the Traditional Chief of Sanur, who emphasised the importance of improving tourism service quality to support the sustainable growth of the area. This demonstrated strong support from traditional leaders in the effort to enhance the tourist experience in Sanur. The participants in this activity included the Deputy Director I of the Politeknik Transportasi Darat Bali, Mr. Ir. Aris Budi Sulisty, S.T., M.T., along with lecturers, educators, and students from the Polytechnic. They actively participated in the socialisation and training processes aimed at improving the quality of parking services in Sanur. The main outreach in this activity was led by students from the Diploma III Road Transport Management program. They presented comprehensive material on "Improving Parking Services through Outreach to Parking Attendants in the Sanur Tourism Area." The outreach material covered principles of excellent service, work ethics, and security strategies, which were expected to be effectively implemented by parking attendants in their daily practices. The schedule for the Community Service activity at Sunrise Beach Sanur was as follows:

Table 1.
Community Service Activity Schedule

| No | Time | Activity | Description |
|----|---------------|---|-------------------------------------|
| 1 | 09.00 - 09.05 | Opening and Prayer | MC |
| 2 | 09.05 - 09.15 | Singing the Indonesian National Anthem "Indonesia Raya" | All Participants |
| 3 | 09.15 - 09.30 | Welcome Speech from the Head of Sanur Traditional Village | Traditional Village Head of Sanur |
| 4 | 09.30 - 09.45 | Welcome Speech by the Director of Poltrada Bali | Director of Poltrada Bali |
| 5 | 09.45 - 09.50 | Group photo | All participants |
| 5 | 09.50 - 10.20 | Topic 1: Socialisation to Parking Attendants in the Sanur Tourism Area for Improving Parking Services | Road Transport Management Programme |
| 6 | 10.20 - 10.50 | Topic 2 | Automotive Technology Programme |
| 7 | 10.50 - 11.20 | Topic 3 | Logistic Management Programme |
| 8 | 11.20 - 11.40 | Closing | MC |

One of the success indicators observed in this activity was through the quiz or competency test sessions. Participants from among the parking attendants were tested to measure their understanding after attending the outreach. The results of the competency test showed a significant increase in the number of participants who were able to correctly answer the questions posed. This reflected a better level of understanding of the material presented and the participants' ability to apply the new knowledge in practical situations. This improvement in understanding not only provided direct benefits in enhancing the quality of parking services but also had a positive impact on the experience of tourists visiting Sanur. Thus, the activity succeeded not only in achieving its academic goals of increasing knowledge but also in supporting the sustainable development of tourism in the Sanur area, Bali.

The quiz or competency test sessions were conducted as part of the evaluation effort to measure the extent to which parking attendants' knowledge and understanding had improved after attending the outreach and training. The results of the quiz were used to assess the effectiveness of the outreach program and to develop follow-up plans, such as additional training or material refinement, to enhance the overall effectiveness of the community service activity. To sum up, the activity demonstrated that the socialisation method involving in-depth counselling and interactive training was effective in enhancing the understanding and skills of parking attendants in Sanur. With the implementation of these improved practices, it is

expected that a more friendly, professional, and safe environment for tourists will be developed. This not only contributes to enhancing the tourist experience but also helps build Sanur's reputation as a high-quality and safe tourism destination.

After the all of socialisation activities and seminars on improving parking services in the Sanur tourism area was completed, the community service event concluded with a warm and memorable moment. Participants, including parking attendants who had actively engaged in the event, gathered for the closing ceremony, which began with the presentation of souvenirs to Mr. Ida Bagus Sudiraharja, the Traditional Chief of Sanur, in appreciation of the traditional village's support for the activity.



Figure 4. Presentation of souvenirs and group photo

All participants, including lecturers, educators, students, and the parking attendants present, joined in this moment as a symbol of unity in the effort to improve tourism service quality in Sanur. This group photo not only served as a memento for the participants but also as a symbol of their collective commitment to continue contributing to the advancement of tourism and enhancing the tourist experience in the Sanur area, Bali.

CONCLUSION

Based on the results of the Community Service activity in the Sanur tourism area, Bali, it can be concluded that the event ran smoothly and achieved positive results. The active participation of all attendees, including parking attendants, lecturers, and students from the Bali Land Transport Polytechnic, demonstrated a high level of enthusiasm for the outreach on improving parking services. Evaluation through the quiz sessions indicated a significant increase in understanding, while the positive reception from the local community at the opening and closing events reflected strong support for the efforts to enhance tourism service quality in Sanur. The event's closure with the presentation of souvenirs and a group photo marked the commitment of all parties to maintain and improve service standards in the future, reinforcing Sanur's position as a high-quality and welcoming tourist destination.

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