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ROLE OF TOURISM VILLAGE TO ENCOURAGE LOCAL WISDOM AND SOCIAL WELFARE: STUDY ON SERANG VILLAGE

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Abstract: Year 2021, Ministry of Tourism and Creative Economic Indonesia (Kemendparekraf) has event Indonesia Tourism Village Award to encourage and reward for tourism village. This research aims to explore and description role of tourism village encourage local wisdom that is almost extinct and social welfare. Research method used case study in one of tourism village that had gotten award as best 50's tourism village in Indonesia from Kemendparekraf. Data was collected from depth interview with head of village, observation the field, and web based information. Finding of this study showed that since the village declared tourism village in 2015, it could encourage a few local wisdoms like culture and art, craft along with progress of tourism village also social welfare of its society.

Keywords: tourism village, local wisdom, social welfare.

1. Introduction

The government of Indonesia had concerned on tourism village since year 2010 with the issuance of regulation of Minister Culture and Tourism number PM.26/UM.001/MKP/2010 about General Guidelines for National Program of Community Development through tourism villages. This regulation encouraged consciousness of village government for building institution in developing tourism in the village. Furthermore, the Ministry issued the guidelines book for village tourism and urban tourism.

The development of village tourism has two concepts namely tourism village and village tourism. According to the manual book, village tourism is a concept that emphasizes tourism activities only in tourist destinations that may not involved village communities. Meanwhile, tourism villages are activities in tourist destinations as an attraction as well as offering all

aspects and daily village atmosphere including social, cultural, economic, distinctive, unique and iconic. Tourism villages are more pro-job, pro-growth and pro-poor oriented (Arida and Pujani, 2017).

In the early five years of developing a tourism village, the government still prioritized the province of Bali through a hundred tourism villages program (Arida and Pujani, 2017). It was understandable because culturally, Balinese people are the most tourism-conscious people. Subsequent developments, tourist villages began to be known in the province of Jogjakarta, especially the Gunung Kidul area. The development of tourism villages was inseparable from Jogjakarta's position as a center for education as well as tourism. The existence of a tourism village is an alternative for tourists' destinations in Jogja, which is not only centered in the city or Yogyakarta Palace.

The growth and development of tourism villages had encouraged local governments developed villages in their territory because existence the village tourism could empower their communities to improve capacities and resources of village. A number of studies related to village tourism or tourism village have been carried out by academics to reveal key factors, feasibility, sustainability including community based tourism village research (Latianingsih et.al., 2019; Winata and Idajati, 2019); sustainable tourism village (Andriyani and Sunarta, 2015) tourism village was based on host community (Junaid et. Al., 2020); ecotourism tourism village (Masitah, 2019); village tourism management (Yani, 2021); strategies for developing coastal tourism potential in villages (Bahiyah et. Al, 2018), tourism village elements ((Arida and Pujani, 2017). Those studies revealed the characteristics of tourism villages in the provinces of Bali, Jogjakarta, and West Java.

Empirical evidence of the researches above on tourism villages revealed the growth and development of tourism villages has improved self-esteem, economic and social aspects of villages communities. The growth and development of tourism villages in East Java has shown positive indicator, it is evidenced from Semen Village of Blitar as the third winner in the Creative Tourism Village Category in the Tourism Village Award organized by BCA and the Ministry of Tourism and Creative Economy. Then, six villages in East Java are Blitar, Banyuwangi, Malang, Mojokerto, and Lumajang which were obtained top 50 of tourism village award from Ministry Tourism and Creative Economy in 2021. Serang Village, Blitar was one of the six villages. This study intends to expose how the experience and role of the tourism village in Serang Village to encourage of local wisdom and social welfare.

2. Literature Review

Tourism Village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable rule and traditions (Ministerial Regulation Number PM.26/UM.001/MKP/2010). Tourist attraction is described as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and craft that are targeted or visited by tourists (Law of the Republic of Indonesia No. 10 of 2009).

The Rural and Urban Tourism Development Guidebook (2019) mentions two concepts, namely rural tourism (village tourism) and tourism village (tourism village). Village tourism is a tourism activity that only emphasizes tourism activities in tourist destinations in the village with tourism activities that are not focused on the activities of the community in it. A tourism

village is an area of village that offers an overall atmosphere that reflects the authenticity of the countryside, whether from socio-economic, socio-cultural, customs, daily life, which is unique and interesting economic activities that have the potential to be developed into a tourism component.

The Ministry of Tourism and Creative Economy has determined seven criteria of tourism village as the basis for the 2021 ADWI assessment, including (1) CHSE, namely cleanliness, health, safety, environment, (2) sustainability, (3) village digital, (4) Souvenirs (culinary, fashion, craft), (5) tourist attraction (natural, cultural, artificial), (6) creative content, (7) homestay, and toilets. Research (Arida and Pujani, 2017) has compiled criteria for tourism villages which consist of eight aspects, including; (1) natural/biological aspects, (2) physical environmental aspects, (3) cultural aspects, (4) amenities/infrastructure aspects, (5) HR aspects, (6) institutional aspects, (7) attitudes and community life, and (8) accessibility

Local wisdom is part of the culture that grows from society which is passed down from generation to generation naturally so that it becomes a character or tradition or custom and even the norm of a society (<https://id.wikipedia.org/wiki/>). Forms of local wisdom include folklore, arts, myths, songs, dances, crafts, ways of farming, raising livestock, birth, death. According to Law Number 39 of 2012 social welfare is a condition of fulfilling material, spiritual, and social need in order to live properly so that they can carry out social functions

2.1 Problem Statement

How did the village of Serang become tourism village and how the tourism village could encourage local wisdom and social welfare for its society.

3. Method

The research aims to reveal the role of tourist villages in the revitalization of local wisdom and social welfare. Case study qualitative research design. The research site was Serang Village (SV) Pangungrejo District, Blitar Regency. The village was chosen as a research site for several reasons (1) the mainstay of beach tourism attraction (2) the process of becoming a tourism village with the transfer of management from the local government (3) regulations and institutions, and (4) website of village is active. Research data were collected through interviews with key informants, village head, tourism management directors

3.1 Materials

This study uses primary data including interviews, observations, documentation and secondary data from objects and research sites.

3.2 Informants

This study collects primary data with observation the field, in-depth interview with informants/subjects includes village head, one of merchant in beach, and tourist

3.3 Site

This study collects secondary data from official website of Serang Village, <https://serang-blitar.desa.id> because this site is always updated day or weekly.

3.3 3.4 Data Analysis

This study aims to explore experience of SV become tourism village and how the tourism village could encourage the local wisdom and social welfare. The procedure of data analysis includes four stages the first, transcript data from interviews, second, data reduction from transcript by classifying into components of tourism village, third, describe the data according to discussion, fourth, inteprete this description and compare with previous study or elements of tourism village.

4. Results and Discussion

Based on the official website, Serang Village (SV) is located in the southern part of Blitar Regency in the coastal region of the Indonesian Ocean (<https://serang-blitar.desa.id>). As part of the southern coastal area, it generally has a southern sea coast which is famous for its waves. SV has an area of 744.5 ha and consists of three hamlets, namely Serang I Serang II, and Serang III. SV is crossed by two rivers which empties into the Indonesian Ocean. It also has limestone and rocky hills and flat land. Along the road to the beach is a teak forest owned by PT Perhutani. The geographical condition of SV shows that SV has natural wealth and its inhabitants have a livelihood from fishermen and farmers.

The geographical condition of SV has the potential to become a tourist destination because it has natural tourist attractions of beaches, hills, forests and an original village. Serang Beach, which is the southern coast of the sea, has long been a tourist destination visited by many tourists. However, the beach tourism which is visited by many tourists has no impact on the welfare of the SV community because it has not involved and empowered local residents.

Based on that facts, DH as the Village Head of SV who was elected in 2014 had a dream that Serang beach tourism can be switched to being managed by the village,

My vision and mission that SV should become tourism village” said DH starting a discussion related to his villages. "This is indeed my dream because I am sure that the tourism village will be able to prosper our society”

A strategic step to realize the vision and mission is to include the tourism village program as one of the priorities in the 2014 Village RPJM and strengthened by Village Regulations in 2016. The following is what DH said to us

"when at 2014, as the village head, I set a tourist village in the Village RPJM and then made village regulations”.

The next year the village official due to the negotiation process with the local government in taking over the management of Serang beach tourism,

“we keep to negotiate that the toruirsm of serang beach can be managed by the village ”

This process takes time because there are three stakeholders, those are SV, District Government of Blitar and Perhutani. Perhutani has authority to manage the forest around the beach. In 2016, the three parties had agreed that authority of Serang Beach had been under managed by SV and

profit sharing system among them. According to DH, the most important thing of this agreement is the management authority, he said,

"the important thing of the agreement is that the village can determine and manage it".

DH is optimistic that take over of management will have a multiplier effect for the empowerment of the SV community. The next step, the Village Government issues a Village Regulation on Tourism Villages. The regulation showed that SV had declared as tourism village. The village government has intensively made improvements to the damaged facilities and infrastructure. The village formed village-owned small-enterprises to manage tourism village. then the village-owned small-enterprises organized tourism awareness groups (Pokdarwis)

The next step, comparative study to a few tourism villages in East Java and Bali as a management model. According to DH as the Village Head, the comparative study is to obtain best and sustainable tourism village governance.

"Comparative studies to tourism villages for observation, replication, modifications like creative content, how to organize an event".

Promotion is done conventionally through brochures, radio, banners. In addition, digital dissemination by designing a profile website of village and tourism village and social media platforms. Millennials who are familiar with the platform of social media are also invited to participate in promoting tourism villages.

Creating creative content to increase tourist attraction while empowering the community through their involvement as organizers, players, tour duty, tour guides, craftsmen, home stays and other services. Festival event for seven days with various activities including sea alms, beach kite festival, beach sand sculpture, educational competitions and award, education for children, releasing turtles as well as various traditional music, painting, puppets. Festival was as a momentum that strengthens the icon of the tourism village.

According to DH, the concept of tourism village is not just a beach tourism, but all aspects of SV life that can become a tourist destination. He had an argument that,

"The tourism village is not only an object, not only a tourist destination, but also the integration between capacity of human resources and natural resources potential, cultural potential and traditional customs and the economy of the community. And the Village of Serang has almost of them like art, craft, creative people, cave, traditional culture.

Based on the mindset, gradually draw up a program plan to revive traditions, customs, cultures, and the almost extinct, batik Jala Sonya craft. Even though the elders of the arts and craftsmen are still alive and their descendants are still continuing to be artists. Likewise, regeneration is still ongoing. DH told,

"I immediately went down to the elders and there was a child who had that artistic spirit. We invited them to gather to explore stories that related to history. We offered them to bring art to life through village tourism events

and as creative content. So that it was not only temporary but became an event-based tour package. Artists would be able to survive from art and at the same time, become an attraction for tourism villages

The idea was enthusiastically welcomed by the young village artists. The existence of history, artistic, traditional and cultural stories can be a story telling for tourists so that they enjoyed the destination but also understand history and culture. Story telling can be the power of icons and the uniqueness of a tourism village that distinguishes it from others. SV has a historical story of Supriyadi's heroism as a PETA,

"The history told that Supriyadi lived here, the ditches that the Japanese made in these coastal as defensive walls were still there,"

Other stories that have the potential to become interesting story telling include the origin of the name of the Mujair fish found by Mr. Mujair in the Serang river, the history of the hermitage in Goa, the only turtle hatchery in Blitar. This condition is in line with the findings of Latianingsih et al. (2019) in the tourist village of Cibitung, West Java, which has an icon of the historical status of the guardian's tomb, the kingdom that can be found in people's homes such as a hand-held ax made of stone. Three years on, the tourism village has revived and grown the local wisdom of the almost extinct village in the form of wayang art, ludruk, jaranan, tasyakuran produced (alms) from the sea and jalasonia batik. become their family's economic livelihood.

The position of the tourism village is strengthened by adding tourist attractions in two other hamlets, namely the Kedungkrombang Cave in Serang II and Krupukan center in Serang III. The two destinations are complementary and buffer beach tourism. Tourism managers form event organizers that organize village tours and creative content such as camping, outbound, village exploring, turtle education tours, batik craft of Jala Sonia, arts, tour guides. This model is in line with Masitah's research (2019) in Pangandaran Tourism Village which has a variety of tourist destinations including ecotourism, edutourism, naturaltourism and a variety of creative content.

The contribution of the tourism village to the empowerment and economy of the community is very significant including the number of merchants from this village in the beach are around 140 families. The observations of the researchers who went around and the interviews with them showed that they were happy because they could sell and sell well. They said,

"when year 2014, there were no working residents, but now there are about 140 small merchant families in around Serang beach"

Not only that, most of the youth had been working in tourism are employees, tour guides, EOs, then mothers and young women in Krupukan center make special foods that become tourist souvenirs such as crackers gadung, souvenirs made from the village, original batik "Jalasonia", and others. In contrast to the previous period, many young people who did not continue their education went to the city to find work because they felt that there was no future hope in the village and a job that could be except as laborers.

The most important thing is that the existence of a tourist village is able to grow the socio-economic welfare of the community. Residents of SV currently have hope for an economic future with available and decent job opportunities, adequate income, growing self-confidence

and a sense of belonging. Organizational components and elements of youth in the village such as youth organizations, martial art hermitage, Ansor, IPNU, Fatayat, the arts association, youth community and sports have togetherness. This can be seen from the spirit of togetherness in community service, clean villages and beaches, action movements for planting/greening the environment, protecting each other from immoral acts, alcohol drinking as a negative impact of tourism. Not only those, SV become mentor for other villages who want to learn and initiate a village tourism.

5. Conclusion

SV has declared as tourism village in 2015. As commitment to tourism village, government of village issued regulation of village and formed village owned small enterprise (BUMDes) to manage the tourism village. In 2021 SV obtained the top of 50 award for the Indonesian Tourism Village. Finding of this research showed that tourism village had been able to encourage local wisdom like art, culture, batik craft and the empower society of village on their social welfare. Even SV become mentor for villages that initiated tourism in their villages. This research suggests for next research to explore the role of society elements of the village to become sustainable tourism village. Halal perspective or halal understanding is an interesting issue in future research of tourism village which are in line with halal mass tourism (see Rhama, 2020 and Wahyudin et.al., 2021).

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