

Rural Tourism Development Through Community Based Tourism Sumbergondo Village Malang

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ABSTRACT. As one of the villages with natural potential and village potential with mountainous geographical characteristics, Sumbergondo Village can be developed into a village tourism area. Its uniqueness provides a different attraction for tourists to visit Sumbergondo village, both natural tourism, artificial tourism, and educational tourism. Tourism village development activities encourage sustainable economic alternatives for the community. This study uses a community-based tourism model in the context of developing the Sumbergondo tourism village pilot, which involves the community in all management and development activities of the Sumbergondo tourist village. In addition, marketing communication theory is also used to encourage promotion activities for sustainable tourism villages. This research uses case study research with a qualitative descriptive type. The data collection technique used was by conducting in-depth interviews with various parties involved in the development of the Sumbergondo tourist village. The results showed that the development of tourist villages involved various parties such as village officials, Youth Organizations, Mount Arjuna Exploration Community (Jaguar), KIM Warta Mertani, women's farmer groups, and Family Welfare Empowerment groups (PKK) and the Sumbergondo village community. KIM Warta Mertani carries out marketing communication activities to develop tourist villages in partnership with the Village-Owned Enterprises (BUMDes) Sumbergondo. Activities carried out include access to information, discussion, implementation, networking, information dissemination, and information advocacy according to community needs. The various promotional activities carried out have encouraged the growth of the village economy so that the community has alternative income to improve their welfare

KEYWORDS: rural tourism; community-based tourism (CBT); marketing communication; badan usaha milik desa (BUMDes)

1. INTRODUCTION

The natural potential in various regions of Indonesia has a uniqueness that can be developed into a tourist village. The number of tourist villages in Indonesia, according to ADWI in 2021, is divided into Sumatra Island (573 villages), Java Island (599 villages), Kalimantan Island (92 villages), Maluku Island (61 villages), Sulawesi Island (269 villages), Nusa Island Southeast (221 villages), Papua Island (21 villages). Meanwhile, the Indonesian Ministry of Tourism and Creative Economy (Kemenkraf) classifies tourist villages into four categories: pilot tourism villages, developing tourism villages, advanced tourism villages, and independent waste villages. (Lutfi, 2021).

One of the village areas that can be developed for its village tourism potential is the Sumbergondo village area, Batu City, Malang, East Java. Sumbergondo Village is in Bumiaji District, Batu City, East Java Province, consisting of three hamlets, namely Segundu Hamlet, Sengonan Hamlet, and Tegalsari Hamlet. Sumbergondo Village has an area of +573 Ha, right under the foot of Mount Arjuna, Batu City, Malang. To increase the village's foreign exchange, the Sumbergondo community seeks to encourage the potential of the village area as a rural tourism destination in Batu Malang City. In 2020, Sumbergondo

village received the Dewi Cemara (Independent and Prosperous Smart Tourism Village) award from the East Java Tourism and Culture Office.

Rural tourism is a form of a small area inhabited by a community with certain privileges and characteristics. (Koswara, Gemiharjo, Erlandia, 2020). So, it can be said that rural tourism is an alternative to increasing the country's foreign exchange. The natural atmosphere is still clean from pollution, and fantastic air quality gives tourists confidence to experience a tourist destination area with a healthy environment. One of the reasons is because it is far from crowds of people. The tourism sector in Indonesia is one of the priority programs of the Indonesian government. According to Soeswoyo et al. (2021), the development of tourist villages is carried out to improve the community's economy and encourage environmental conservation and local wisdom. Rural areas can be defined as: (1) areas with low population numbers, (2) areas for agriculture, fisheries, and maritime and related to various dominant activities in the region and have economic value, and (3) areas that do not yet have good transportation and communication facilities. (4) areas whose location is connected to the culture and economy around rural areas, and (5) areas where the culture and cultural heritage of the community is based on rural activities. Furthermore, it is said that rural tourism is activities related to tourism in rural areas, which may or may not be possible, including agricultural activities. This phenomenon shows that all potentially interesting and valuable tourism activities in rural areas have their charm for tourists to visit (Oriade & Robinson, 2017). Based on Indonesian Government Regulation No.11/2021, *Villages* are areas that have boundaries for government and community affairs based on community initiatives and laws that apply in the government system of the Republic of Indonesia.

According to Okech, Haghiri and George (2012), one of the keys to developing sustainable village tourism is to involve various parties to develop tourism potential in the area where they live. Therefore, it is essential to prioritize local potential in the development of village tourism—the development of competitive and sustainable village tourism results from a collaboration of various elements. (Soedarso, Rahmawati, Endarko, Muchlason, Wibawa, Zahrok, 2020). One element is social groups in the community, namely social groups that have the same goal (Stangor, 2004). According to Gilchrist (2009), everyone's sense of belonging will be awakened if they are involved in every community activity. Therefore, if everyone in the area where they live feels the same fate, it will encourage everyone to continue working for their community.

According to Goh (in Mnguni and Giampiccoli, 2016), community-based tourism (CBT) is widespread in developing countries, especially in rural areas. Even Trejos and Liang (in Guzman, Borges and Cerzo, 2011), Community Based Tourism (CBT) has the characteristic that the community has complete power over-tourism management and receives great benefits from these activities. The success of CBT will provide various benefits for the surrounding community (Sunuantari, 2017).

The Community Information Group (KIM), as one of the social groups present in the community, has the function of accessing information, discussing information sharing, implementation, networking, information dissemination, and advocacy for aspirations. The presence of KIM is expected to impact the community so that it can improve the living standards of the surrounding community (Kemeninfo, 2015). Therefore, in every village area spread across Indonesia, KIM is present as an agent of change, especially in information management. According to community needs, KIM's activities are limited to access to information and information dissemination to the public. KIM activities are also widely used in village tourism development, considering that KIM members are people who live in the area.

According to Kotler and Keller (2012), marketing communication is a means to inform, persuade, and remind consumers directly or indirectly about their products. It can persuade people through promotional mix activities and build value and relationships with consumers. Related to village tourism, an understanding of village tourism products will attract tourists to visit village tourist destinations. Promotional tools used in marketing communications include advertising, sales promotion, personal selling, public relations, and direct marketing. (Kotler and Armstrong, 2012).

To increase the number of tourists visiting tourist sites, KIM has partnered with Village-Owned Enterprises (BUMDes). Through BUMDes, KIM can widely carry out various promotions to introduce village tourism. Marketing communication activities are one of the activities carried out by KIM with

BUMDes. Therefore, village tourism's marketing communication activities depend on the techniques used, including information sources, content selection, channels, and media used to persuade tourists. Perwirawati and Juprianto (2019) stated that the visible party would create a fair exchange of information in marketing communications.

2. METHOD

This research was conducted in Sumbergondo village, Bumiaji sub-district, Batu City, Malang, using a qualitative descriptive method. Qualitative descriptive research is expected to get a detailed picture of the object's condition under study. The type of research used is a case study. According to (Yin, 2014), using documents in case study research is essential in data collection. Besides that, it is strengthened by open-ended questions to obtain comprehensive data on the activities carried out by informants. In this study, the resources individuals used were the community of Sumbergondo village, Batu Malang City, Sumbergondo village government, Communication and Information Service of Batu Malang City, and KIM Warta Mertani.

To complete the data, observations, literature studies and documentation were also conducted on the activities of developing rural tourism in Sumbergondo. The data analysis techniques carried out include data reduction, data presentation and drawing conclusions or data verification (Denzin, 2009). The data validity method used is source triangulation to compare and check data through other sources.

3. RESULT AND DISCUSSION

Sumbergondo comes from the words Sumber and Gundu, Gundu is the son of Mbah Mertani. Sumbergondo village is located on the slopes of Mount Arjuna; because it is in a mountainous area, the air temperature in Sumbergondo village is very cool. Geographically, it is located at an altitude of 950-1300, suitable for use as land for growing vegetables, flowers, and fruit, especially apples as shown in Figure 1. The profession of the people of Sumbergondo is primarily farmers and ranchers as the primary source of income for the Sumbergondo community. In addition, there are also the professions of teachers, traders, hotel employees, and civil servants. To reach Sumbergondo village from Batu city centre is 6 km which can be reached in 20 minutes. The following is a map of the village area of Sumbergondo, Batu City, Malang:

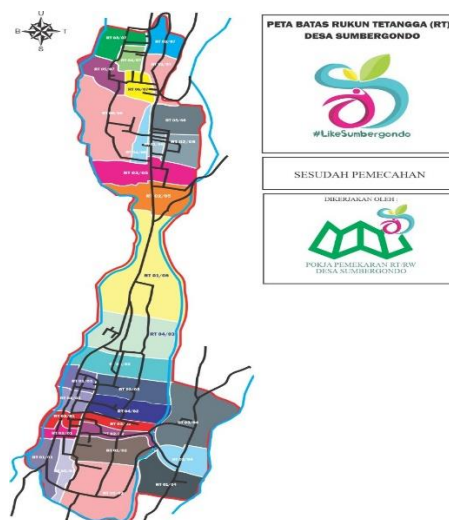


Figure 1: Map of the area of Sumbergondo Village

Fertile natural conditions encourage people to be moved to develop Sumbergondo village as a Desa Wisata Rintisan. Natural geographical support is very supportive in the development of Sumbergondo Tourism Village. In fact, since 2018, Sumbergondo village has become the only village in Batu Malang

City that has succeeded in dealing with waste by not throwing garbage in the Final Disposal Site (TPA). This also inspires residents to make Sumbergondo waste processing an alternative for educational tourism. The Tourism Village pilot developed by Sumbergondo Village collaborates with the village government, Karang Taruna, the Warta Mertani Community Information Group (KIM), and the Sumbergondo village community. KIM Warta Mertani, as one of the government's partners, made a significant contribution to encouraging the awareness of the people of Sumbergondo village to develop Sumbergondo village as an alternative tourist destination. The utilization of geographical areas is one of the reasons for developing village tourism.

KIM Warta Mertani was established around 2008 to manage information for the people of Sumbergondo village. To support KIM activities, Diskominfo Batu Malang City provides various training and assistance to KIM in all areas of Batu Malang City regarding information management to the public. As one of the village government partners in information management, KIM Warta Mertani also had the opportunity to participate in training and assistance in managing information ranging from reporting and processing information to disseminating information to the public. This activity is intended so that KIM as an agent of information and an agent of change, encourages public awareness in utilizing various available information. People who understand information are expected to be able to take advantage of information so that it has added value both socially and economically.

Information dissemination is carried out through various communication and traditional communication media in bulletin boards, brochures, banners, pamphlets, and banners. Meanwhile, the new media currently used are web blogs, Blogspot, podcasts, Village TV, and youtube. In using new digital-based media, KIM Warta Mertani collaborates with the younger generation who already have the basic skills of journalists, graphic design, and broadcasting, both teachers and practitioners. This effort is carried out to respond to global challenges, so it is hoped that the global community can understand information at the village level.

Marketing communication activities are carried out through various existing communication and traditional communication media in bulletin boards, brochures, banners, pamphlets, and banners. Meanwhile, the new media currently used are web blogs, Blogspot, podcasts, Village TV, and youtube. In using new digital-based media, KIM Warta Mertani collaborates with the younger generation who already have the basic skills of journalists, graphic design, and broadcasting, both teachers and practitioners. This effort is carried out to respond to global challenges, so it is hoped that the world community can know information at the village level. Even in promoting tourism villages, KIM Warta Mertani partnered with Village-Owned Enterprises (BUMDes). One of the goals of BUMDes is to carry out economic business activities through business management, as well as investment development and economic productivity and village potential (Government Regulation No. 11, 2021).

The management of rural tourism pilots cannot be separated from the intervention of KIM Warta Mertani, who continuously creates various content about the potential of Sumbergondo village, especially the potential of rural tourism. Several KIM Warta Mertani is also actively involved in other communities related to the management of village tourism, such as tourism communities, SMEs, village officials, ulama, Karang Taruna, and BUMDes managers. The emergence of the desire to build village potential is the desire to innovate in village areas whose conditions are hills and forests around Mount Arjuna so that they have economic value for the people of Sumbergondo. Not to mention when the village officials received the Land of Ganjaran/Bengkok as a form of appreciation for their contribution to the village being managed individually and separately, it did not produce anything as expected for years. Management of village potential in Sumbergondo also utilizes Village-Owned Enterprises (BUMDes) in developing rural tourism. The management of BUMDes based on family values encourages full community involvement in developing village tourism potential. The existence of Village-Owned Enterprises (BUMDes) is very useful in developing Sumbergondo village tourism. Rewarded/bent land can be managed better because of funding through BUMDes so that the land becomes productive land with economic value.

In realizing the goals of BUMDes, the management of BUMDes is carried out together in a family atmosphere and cooperation by prioritizing professional, open, and responsible, participatory, local resource priorities, and sustainability. BUMDes Sumbergondo has realized community empowerment not

only socially but also economically. This realization will sustainably encourage the community's economy while still based on local community values.

Various tourism products offered in the Sumbergondo Village Tourism Pilot Program include:

1. Pusung Lading is a nature tourism site, a highland with a long, sharp surface like a knife. In Javanese, "lading" means knife. It is located right in the protected forest area under the foot of Mount Arjuna. Getting to Pusung Lading can be done on foot or tracking. The green forest and the excellent surrounding air add to the comfort for tourists. Beautiful scenery can also be enjoyed with fun offroad tours using a trail bike or jeep adventure as shown in Figure 2.



Figure 2: Pusung Lading Nature Tourism

2. Glagah Wangi Camping Ground is a manufactured tourism site, called Glagah Wangi because in that place there used to be many glagah plants growing, a type of grass that has a fragrant aroma. In some locations, it is still growing and has become a transit route for climbers to Mount Arjuna. Around the area, coffee plants are cultivated by residents in collaboration with the Jaguar community.
3. Waste Management Educational Tourism, village waste management carried out by the community with BUMDes partner Rejeki Barokah Sumbergondo. The management system is carried out starting from transportation, sorting to processing. Garbage is destroyed using an incinerator machine in a warehouse as shown in Figure 3 that can accommodate the entire village of Sumbergondo. The results of this processing can be used as plant media. The fertilizer can be used by the community freely so that the farmers of Sumbergondo village have no difficulty planting media. Meanwhile, plastic, and other waste that can be sold is managed by a waste bank. In addition, there is D'Goendoe, a café located between apple orchards, so that tourists can experience directly picking apples with apple farmers. D'Goendoe management also involves BUMDes in its management. Through BUMDes funds, the community is empowered to drive the village economy by making various foods and drinks from apples, such as apple pie, apple chips, and apple cider drinks (a typical drink of Malang City).



Figure 3: Waste Management Incinerator Machine

KIM Warta Mertani, as an active community in information management, plays an essential role in disseminating information about the tourism potential of Sumbergondo village. Armed with broadcasting skills, some village tourism content is broadcast through various media, especially digital-based media. Much content in digital media is created to introduce Sumbergondo village in foreign countries to attract foreign tourists to visit Sumbergondo village. The content creation activities encourage village foreign exchange and community independence in a sustainable economy. The management of village tourism development in Sumbergondo pays attention to the economic aspect and preserving nature. Nature conservation is carried out to mobilize sustainable alternative economic sources for the community. Village tourism development involves various parties: the village government, Karang Taruna, Mount Arjuna Exploration community (Jaguar), KIM Warta Mertani, women's farmer groups, and Family Welfare Empowerment groups (PKK), and the main thing is the Sumbergondo village community. The community does not only act as an object of village tourism management but also as a subject. The role of the community will have an impact on community empowerment, to continue to use information so that it has economic value in realizing their welfare.

4. CONCLUSION

The development of village tourism in the Sumbergondo area in increasing community independence involves various elements, such as: the village government, Youth Organizations, PKK, Pokdarwis, the Jaguar Community, and the Sumbergondo community as the main actors. Synergy is built with kinship and cooperation according to cultural values that develop in the Sumbergondo community. Even in the management of BUMDes, it is also managed together, so that all parties are actively involved in building the progress of their village. This is of course not as easy as turning the palm of the hand, cooperation, coordination, partnership, and community participation will determine the success of building a tourism pilot in Sumbergondo village.

The fundamental values of community-based village tourism development encourage the community to be part of the management and development of tourism products. Community involvement will create sustainable village development. Community Innovation and creativity will determine the success of a program in the village. The program then will reduce the number of villagers working out of their village because, socially, they are responsible for developing the village's economic potential in a sustainable manner. The success of a program will motivate the community to continue making various breakthroughs to improve their standard of living towards prosperity.

5. ACKNOWLEDGEMENTS

We want to thank the Communication Studies Program, Faculty of Social and Political Sciences, Al-Azhar University, Indonesia as a sponsor.

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