

The Development of Tourism Based on Local Economic in Pujon Kidul Village

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Abstract

The Development of career for driving local economy is very important in economic development. As Pujon Kidul Village is a village of natural and cultural tourism. Promotion of professional development is therefore another catalyst for tourism in the area of community products. Objectives of the study to Study career promotion development to drive local economy in Pujon Kidul and to find obstacles in community career development. The research method in this study is Qualitative research methods were secondary data. In describing research in this regard, career development to drive the local economy Indicators for the successful Development of career for driving local economy in Pujon Kidul Village. Must follow the following indicators: 1. Territorial Diagnosis and Institutional Mapping 2. The process of growing sensitivity 3. Create a local/Regional forum. In addition to the aforementioned indicators What will be a major local economic driver is The emergence or creation of new businesses such as milk processing, Apple chips product, Café shop and other tourism businesses, in addition to generating income from tourist attractions. Community products or products are also very important to bring business and community success together. And drive the local economy to grow People in the community live well. Have a better life too.

Keywords: The Development of Tourism, Based on Local Economic

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INTRODUCTION

Pujon Kidul is a village in Pujon Subdistrict, Malang Regency, East Java Province, having a land area of 27 km². In Pujon Kidul village there are 3 hamlets namely Maron, Tulungrejo, and Krajan. The total population of Pujon Kidul village is around ± 4,121 inhabitants with a population density of 200. Pujon Kidul Village is one of the tourist destinations in East Java, having unspoiled tourism potential that is suitable for refreshing and educational tourism. Activities undertaken in educational tours such as picking vegetables, animal husbandry, studying alternative energy, milk processing, and Outbound / Fun Games. Pujon Kidul Village has a variety of traditional arts that can be enjoyed by tourists, namely the art of Kuda Lumping, Pencak Silat, and Sanduk Dance. Pujon Kidul village also has special culinary and souvenirs that can be offered to tourists such as special food, dairy products, handicrafts, and agro products that can be enjoyed together with their respective families (Kota Batu, 2020)

The area of Pujon Kidul village, in general, is very suitable for agricultural and plantation land because of its geological characteristics in the form of black soil which is classified as fertile land. Based on data from Pujon Kidul Village, some suitable plants are corn, fruits such as apples, tomatoes, and carrots. The economic situation is closely related to the source of people's livelihood and as the heart of human life. Everyone is always trying to get a job following their respective fields and everyday life. Of the total population of 4,146 people, with a total workforce of 1,875 people, the economic activities of the Pujon Kidul village are still dominated by the agricultural sector and animal husbandry, given that the area of the village of Pujon Kidul is 65% of the rice fields which are the land for community livelihoods. The daily life of the Pujon Kidul village community is farming, farming, agricultural labor, and raising livestock (cows, goats, chickens, ducks), fisheries, buildings, construction workers and trade and others. While the local economic potential is owned by the village of Pujon Kidul, namely agriculture, plantations, springs and also livestock. Pujon Kidul village has a large agricultural land that can be used as an opportunity for the community to be able to use it. potential as a source of economic community. But also, some people work as Civil Servants, private employees, tailors, and so on (Pujonki Tourism Village, 2017).

Tourism development has also been developed in Maron Hamlet, Pujon Kidul Village by developing competitiveness against other tourism objects for community empowerment both internally and universally. The tourism object that can be offered by the people of Pujon Kidul Village to the eyes of the world community, especially in Maron Hamlet, is through Coban Rondo Nature Tourism with the beauty of the flow of water accompanied by the singing of birds to welcome the tourists present, the beauty of the Mountain Mountains that can hypnotize the power of people's views from the density of work every day, Educational Tourism with various methods opens up our discourse about the importance of preserving this nature.

This activity is an effort to realize the development program of Pujon Kidul Tourism Village (Maron sub-village) as a center and pilot of the Tourism Village in Pujon Kidul. This step was taken to improve the community's economy in the future (Hastuti, 2013). But it is specifically used as a Home Stay to serve tourists. Discussion about tourism including the Tourism Village is related to many things that will be able to be sold to tourists and produce for tourism service providers and the general public in it because there will be various things that can be sold to tourists such as culture or regional arts that can be served, traditional food and drinks typical community, handicrafts as souvenirs, as well as the beauty and uniqueness of nature (Wibowo, 2010). But most important, as a key to developing rural tourism and tourism is the willingness and readiness of the community to openly accept and welcome tourists and must start trying to practice the concept of the Tourism Village itself. And all components of society must support the development and serve with a neat and clean appearance for tourists (E. Kastenholz, 2011)

REVIEW OF LITERATURE

Research on the development of tourism based on the local economy, actually those who have done it, such as research conducted by Septiofera, Djambur, Arika (2016), using qualitative descriptive methods and data collection through interviews. And the analysis in their research, they focus on how community participation with tourism development in the village of Pujon Kidul. The researchers then concluded that the division of society in the development of tourist villages in the village of Pujon Kidul was still relatively low. there are several inhibiting factors, including low motivation, low Human

Resources, there are still many who experience difficulties in politics and regulations in terms of licensing special food manufacturing, but there are still supporting factors that can enhance the development of this tourism. the village, which still has good care and communication between people.

The study was conducted by Christian Rimbun (2018) who used descriptive qualitative research, data collection by observation, interviews, and documentation. And data analysis uses an interactive data analysis model. His research technique focuses on how tourism promotion activities in paddy cafe, paddy cafe is one of the tourist destinations in the village of Pujon Kidul. where they get the final result which according to them promotional activities in pujon kidul is still not optimal when seen from the effectiveness of promotional tools and media used. The difference between this research and the above research is the focus on the problem of local economic development, how can it be seen that Pujon Kidul is one village that can wisely utilize the natural resources in its village, the village government and its people can turn it into something that can produce coffers? rupiah coin purse which will automatically improve the economy in the village.

Theory Martin Gasser, Carmela Salzano, Roberto Di Meglio And Alfredo Lazarte-Hoyle Local Economic Development encourages local ownership of development activities through a process of participation, information exchange, coordination of initiatives and investment of time and resources by local stakeholders. Local Economic Development interventions are based on certain basic steps, including:

1. Territorial Diagnosis and Institutional Mapping

The purpose of territorial diagnosis is to gather information about an area and the resources it contains in order to understand local conditions. The implementation of institutional mapping focused on the existence, objectives and activities of local stakeholders and their dynamics. There will be some short-term economic development activities funded by bilateral donors and the United Nations, NGOs and social mobilization (cooperatives, community-based organizations). Relevance and benefits Territorial diagnosis & Institutional Mapping have become increasingly clear through several stages of the Local Economic Development process, because the information collected provides the basis for immediately undertaking activities that have a rapid impact, as well as those activities that have more socially and environmentally sustainable impacts for medium term and long

term. However, data collection needs to be done continuously, because of changes in circumstances and changes in the scale of development and new actors who are more influential in the area.

2. The process of growing sensitivity

At this stage it involves efforts to increase the awareness of stakeholders about how much their actions can influence other actors, what adjustments need to be made and how closely the existing synergies can help the achievement of shared development goals. The main objective of this phase is to increase public awareness and understanding of issues affecting socio-economic development in the region, as well as foster a sense of belonging to the Local Economic Development process. It is hoped that dialogue will be held between key stakeholders on economic issues and major public policies that can produce solutions to common problems and opportunities. This effort is expected to produce a crystallization of vision for economic recovery and setting priorities for investment and target groups. Another important hope of this phase is that local stakeholders can slowly have this development process.

3. Create a local / regional forum

Creating a local / regional forum is a continuation of the consensus development process. The lack of dialogue forums where individuals and businesses can express their needs, can cause great tension and neglect of social problems. A forum that houses a number of influential figures who have various expertise in managing regions will facilitate efforts to identify vulnerable areas, share knowledge and skills at all levels, as well as convey information among all partners involved in the development process. Thus the forum is expected to regulate the process of preparing a coordinated action plan, which includes efforts to improve technical and managerial expertise in the public and private sectors as well as important elements needed to carry out recovery efforts that are socially and environmentally sustainable.

RESEARCH METHODS

Research in this study includes data analysis methods in the discussion process including the acquisition of data sources for data collection to be accurate and accurate. However, the participation of people in the community may have an effect on the

development of obstacles. If the local government still does not have a good management method. Specifically, this research seeks to answer leaders governing development. Includes effective methods for overcoming and solving problems and researchers have the following methods in conducting research.

1. Key Informants
2. Research Instruments
3. Data sources and data collection
4. Data analysis

1. Key informants

The main informants were the Village Chief of Pujon Kidul Kitul and the owner of dairy products.

2. Research Instruments

The study was conducted in the Pujon Kidul Tourism Village in East Java Province, Malang Regency, using qualitative research. The model describes primary data obtained from observations and interviews that provide data based on data collection. This model illustrates secondary data derived from studies of research papers in journals and online media. Including resources from Malang Regency to bring data into decision support and be more comprehensive. Interview methods used in this study were characterized as semi-structured interviews (semi-structure or guided interviews), byline interviews (Interview Guidelines) conducted in the form of in-depth interviews using in-depth interviews, interviews with informants

The observer will participate in the observation. The research, commissioned by a team who knows this area, informs about the problem, and provides useful information about this research. The instruments used in this study are as follows

2.1 Researchers

Researchers are important tools for observers, asking questions, recording and analyzing data, but because in-depth interviews are communication or conversation to collect factual data and opinions, interview questions can change. According to the situation or information received

2.2 Interview

Researchers used semi-structured interviews. (Semi-Structured Interview), before the interview, researchers will get to know to build relationships and familiarity with the main data providers. After that, we conduct in-depth interviews, namely informal interviews to find information and answer key informant questions.

2.3 Interview equipment

Researchers use a variety of tools, such as voice recorders, to update audio data in conversations and interviews, with the main data providers who advocate before each recording and interview recording form, including notepad. (Fields-Note) for researchers to use information obtained from interviews, gathering, including opinion matters.

3. Data sources and data collected

Researchers data from various data sources. From books, journals, research, theses, and web sites to study and discuss about choosing to attract interesting problems Where researchers classify data according to the collection of collecting data into 2 types as follows

3.1 Primary data is data in the form of individual experiences. Data collection is done through in-depth interviews with key informants, where purposive sampling is used to select a particular sample, the village head. This research has the following data collection process

Step 1: Plan an in-depth interview and organize the data collection process, starting with the recruitment and selection of key informants, preparation, and questions to be interviewed with key informants.

Step 2: Recruitment and selection of key informants. The researcher selects the main informant, the village head. And product owners by selecting key informants based on qualifications that meet the needs of researchers in receiving in-depth information

Step 3: Meet alone and introduce objective informants, before the researcher meets the main informant, the researcher has called in the initial information to get to know and build a good relationship to gain trust. And ready to provide complete information and then make an appointment, date, time, and convenient location for the main informant. Statistics are officially introduced, and the goals are clear again before the next interview.

Step 4: In-depth interviews with key informants Before the interview, researchers prepare and interview questions by looking for information related to the Pujon Kidul village

and the development of village tourism. Before starting the interview, the researcher asked permission to use a voice recorder and record data at the same time. Interviews are friendly, not pressure, to create peace and inconvenience in providing information and answering questions such as friends, relatives, conversations, and when. At the end of the interview, the researcher asks permission to request additional information over the telephone if the information received is not enough for analysis and conclusions research.

Step 5: Gather data from interviews by researchers starting from the transcript or transcript of the main informant and making individual documents. Then, the researchers read the document obtained from the transcript. Along with reading information obtained from journaling to find information useful for research and gathering useful information from each person for further analysis and research summary

Step 6: Data analysis and conclusions from interviews with researchers using the method of data classification (Typological Analysis) using keyword analysis (Domain Analysis) and then taking data to consider the main problem and then dividing it becomes a smaller problem, then makes an inductive summary (Analytic Induction) to summarize data that will be linked to data obtained from theoretical studies or literature reviews to obtain information that can answer research questions and research objectives.

3.2 Secondary data is data obtained from research from books, newspapers, magazines, articles, academic documents, web sites, and related research

4. Data analysis Researchers will use information obtained from in-depth interviews to collect data and analyze qualitatively by using that information to separate the problems needed to make clear and accurate boundaries. Then take information from the interview to write down the interview verbatim and read the interview repeatedly to consider the information received. And use typological analysis to classify with keyword analysis (Domain Analysis) by classifying related words into the same data set and then analyzing it as the main points and sub-points to be addressed. Then, use the information obtained to make a conclusion by writing the relationship between the main points and small issues. To use the information to interpret according to the research objectives. To link to the concepts and theories of this research and summarize the data descriptively.

DISCUSSION

About Pujon Kidul Village:

Pujon Kidul is a small village located in Malang district, East Java Province. This village is located about 29 KM from downtown Malang. After the election of Rudi Hartoko as village head in 2011. in his first nomination as village head he had the mission of "utilizing the natural potential to become a tourist village area". And sure enough, after Rudi Hartoko was elected as the village head, Pujon Kidul Village was transformed into a tourist village that was quite busy until now. there are two main focuses of the Pujon Kidul village, namely agriculture and animal husbandry. But in Pujon Kidul village there is also a cultural village, where this cultural village established a studio called "Sanggar Putra Garuda". However, this cultural village tour is still in the planning stage and is awaiting its inauguration. Since Pujon Kidul Village is led by Rudi Hartoko, Pujon Kidul Village has gradually become a village that has good development in all aspects. By utilizing local economic development, Pujon Kidul can prove extraordinary success for his village. proven pujon kidul has increased significantly, like the table below.

Table 1.1 Income from BUMDes fund establishment

| Income | Before establishing a fund | After establishing a fund | |
|--------|----------------------------|---------------------------|-------------------|
| | | 2017 | 2018 |
| | Rp.20-30 million | Rp.162 million | Rp.1 billion more |

From the table above, it can be seen that before forming a village fund, receiving 20-30 million rupiah and after the village head formed a village fund (BUMDes), the village saw an increase of 162 million in 2017 and 1 billion rupiah in 2018, considered an increase in income fast. in the village of Pujon-Kidul it has a turnover of around 15 billion rupiah per year. Visitors in the village of Pujon-Kidul are usually around 700 people per day, and on weekends - more than 2,000 people. Only by relying on the local economy, Pujon Kidul can prove its success. Local economic development has several important indicators, here are some important steps that can affect local economic development:

1. Territorial diagnosis and institutional mapping

This territorial diagnosis was done by the village head who was the first person to have the idea of making Pujon Kidul village a private area, he had collected information in Pujon Kidul village and he had observed all the resources there and understood the area. Where in the village Pujon Kidul currently has two focus, namely agriculture and animal husbandry. At present both of them are the main commodities of Pujon Kidul Tourism Village. As for institutional mapping, there are several institutions that have contributed to the development of Pujon Kidul tourism villages. According to some villagers, youth organizations have a significant role in developing tourist villages, they are young people who have a high awareness of tourism villages.

2. The Process of Growing Sensitivity

This process of growing sensitivity is a phase where village officials play quite a lot here, in the village of Pujon Kidul village officials and youth youths plunge directly into the community in order to foster the sensitivity of the community of Pujon Kidul village to the tourist village. The government also conducts socialization and learning about village tourism to the community. but in this process the village officials were quite overwhelmed because actually quite a lot of villagers were less concerned with the existence of a tourist village.

3. Promote Local / Regional Forums

In the field of promotion, the people of Pujon Kidul village do not have a specific strategy, at first the promotion of the Pujon Kidul tourism village only through the internet and social media, but when quite a lot of television stations cover the Pujon Kidul tourism village, with their coverage being broadcasted indirectly, this could be indirectly promising free promotional event.

CONCLUSION

From the research, it can be concluded that the development of tourism based on local economic in Pujon Kidul village. The village emphasizes management of two important principles: agriculture and animal husbandry, including the culture and traditions of the village.

Based on the discussion above, to develop a tourism village based on the local economy there must be strong cooperation between village officials and all their citizens, because without strong cooperation, anything will never achieve its success.

And some important steps in the development of tourism based on the local economy, can be summarized as follows:

1. Territorial diagnosis and institutional mapping

The territorial diagnosis has been done very well by the village head of Pujon Kidul as the originator of the idea of a tourism village, the diagnosis has been carried out on target, so that now the Pujon Kidul can achieve success. As for institutional mapping, there are several institutions such as the private sector and SMEs that have contribute to the development of the Pujon Kidul tourism village.

2. The Process of Growing Sensitivity

Pujon Kidul village officials have been quite successful in the process of growing the sensitivity of village communities, until now villagers have begun to care about the existence of a tourist village. Although there are still some residents who remain apathetic about the village tourism, therefore the village officials still need to do more in-depth socialization to the people of Pujon Kidul village.

3. Promote Local / Regional Forums

Promotion of rural tourism in Pujon Kidul is mostly done through the internet and social media, inviting influencers at a large event held in Pujon Kidul village as an effort to promote Pujon Kidul village to the outside community.

However, the government must be able to revitalize local culture and change the participation of communities / residents in communities, especially tourism villages. Culture, rehabilitation, and the importance of real estate services while showing their potential, will be useful for community tourism development, such as village mapping as an effective tool for studying and solving problems in Village development.

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