

**THE CONCEPT OF TOURISM DEVELOPMENT AS ONE OF SOCIAL  
AND ECONOMIC EMPOWERMENT EFFORT AT NGROTO, BULUREJO,  
HARGOMULYO, NGAWI EAST JAVA**

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**Abstract** – *Tourism in mountainous areas is one of the main attractions for visitors who really like the plants and green views of the mountains even when the sun sets from a height. There is land that has the potential to be empowered as a tourism place in Ngroto Hargomulyo, East Java. What makes the land interesting is that it is close to the expanse of the Jamus tea garden and views of Lawu Mountain. The concepts and ideas offered for tourism on the land are coffee shops and flower gardens. The concept given covers the needs in the construction of a coffee shop, namely photo spots and even bathrooms. As for the flower garden, that is by offering the concept of a garden form that will be created.*

**Keywords:** *Tourism, Youth Organization, Economy.*

## **1. INTRODUCTION**

Tourism as a driver of the economic sector can be a solution for the government in increasing economic development and has the potential to provide the largest employment opportunities. Tourism has various impacts, both positive and negative for humans and the environment. Broadly speaking, the impacts can be classified into 3 impacts: environmental, socio-cultural, and economic impacts (Susilawati, n.d.). Tourism development that has been carried out should be able to survive in a sustainable manner and survive in the future. The sustainability of a tourism should require a commitment from various parties to maintain the sustainability of the natural, socio-economic and cultural community (Atmoko et al., 2014). However, it is very unfortunate that tourism management in areas that are difficult to reach by transportation is less organized and lacks human resources.

The natural scenery that is served in Ngroto is very diverse, such as the vast expanse of the Jamus tea garden, Mount Lawu which can be seen clearly when it is not covered in fog, and the beautiful sunrise and sunset from the height of Ngroto. Karang Taruna in Ngroto has several lands adjacent to Jamus tea plantations and has not been empowered by the local Youth Organization. Therefore, the Real Work Lecture 105 UIN Sunan Kalijaga Group 169 provided several ideas that could be realized by the Ngroto Youth Organization.

Research on tourism by (Abdoellah et al., 2019; Filemon & Sukma, 2020; Masitah, 2019; Tanaya, 2014; Zakaria et al., 2014) is more inclined to the explanation and analysis of tourism that already exists in the area where it is located. study. Meanwhile (Susilawati, n.d.) only explained about the theory of ecotourism development without any tourism analysis in certain areas. The research that has been carried out by (Mukhlisi, 2017) uses the interview method from other communities on the tourist attractions he studies. In this study, it can be considered different from previous research because in this study it describes the ideas, concepts and ideas offered by KKN members to the Karang Taruna community in Ngroto.

This study describes the ideas or concepts offered for tourism development in accordance with Ngroto where the area presents views of the Jamus tea gardens and Mount Lawu. The concept of spatial planning offered is made by taking into account several aspects, such as the composition of the land and the position of the scenery seen from the tourism development design area. Therefore, what is the concept of tourism development in accordance with the availability of land in the hamlet of Ngroto area. Thus, this research was conducted to help the people of Ngroto hamlet to utilize the available land into a tourism place that can improve the socio-cultural and economic conditions of the surrounding community (Atmoko et al., 2014).

## **2. METHOD**

This study uses a qualitative approach which is a method that focuses on in-depth observations and can produce a more comprehensive study of a phenomenon. The purpose of qualitative methods is to maintain the form and content of human behavior and analyze its quality. The data collection technique is done by observation and documentation data. The data analysis used is inductive in

nature, and the results of qualitative research obtained are more emphasis on meaning than the generalization. Observational techniques and documentation data were chosen because to process objects intended to feel and understand the knowledge of a phenomenon based on previously known knowledge and ideas.

### **3. RESULTS AND DISCUSSION**

After approaching the people of Ngroto, the results were in the form of ideas and ideas from various groups. Especially as the person in charge of the activity, namely the Dukuh Ngroto youth group about the concept that will be made in an effort to develop tourism in Ngroto. This result will be a real reference in the development process and spatial planning of tourist attractions in Ngroto Hamlet.

#### **A. Tourism Potential**

Based on the results of the study that the potential of Ngroto hamlet has tourism potential that can be developed into a tourist attraction. The potential of the Ngroto hamlet are:

##### **1) Sloping Land as a Coffee Shop**

The slope land owned by the Ngroto hamlet youth group has great potential if it is developed into a coffee shop. With a sloping land that is wide enough to be used as a coffee shop. In addition, the potential for building a coffee shop on this land is to become a field of economic income and cash for the Youth Organization. Because the location of the land is very strategic and close to the volleyball court.

In addition, the location of Ngroto hamlet which is high on the slopes of Mount Lawu adds to the beauty of visitors who want to relax and enjoy the scenery. The cool air and interesting community activities will invite visitors. The potential for developing dishes from local ingredients is also very much taken into account. Among them is the typical tea of Ngroto which has a different taste from the tea sold in the market.

##### **2) Flower Garden**

The vast land which is turned into a flower garden will be very attractive to visitors. Especially in the Ngroto hamlet, which is famous for the beauty of its chrysanthemums. So the concept of a flower garden will be very relevant. The understanding of the community in growing ornamental flowers is also very helpful in developing the Flower Garden in Ngroto Hamlet.

##### **3) Natural Beauty**

The natural beauty of Dukuh Ngroto is no longer in doubt. The expanse of the tea garden really spoils the eyes of visitors who come. A very cool and beautiful atmosphere is still thick in Ngroto hamlet. In addition to the vast and beautiful expanse of tea gardens, from Dukuh Ngroto also presents views of Mount Lawu that can be seen clearly. The towering and dashing Mount Lawu is very clearly visible and gives visitors its own experience. Tourists can enjoy the panorama that is

presented by capturing it through photography and videography. Another activity that can add to the aesthetics in this hamlet is the activities of the tea factory workers who are picking tea.

## B. The Concept of Spatial Planning for Dukuh Ngroto Tourism

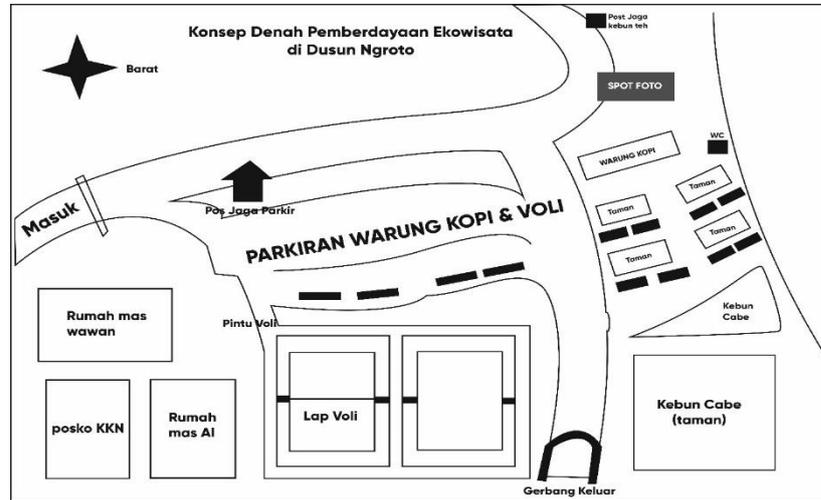


Figure 1. Ecotourism map of Ngroto

Based on the concept of the floor plan above, we can find out what things are necessary and considered important to build. The components that need to be built include: guard posts (counters), parking lots, volleyball court entrances, coffee shops, flower gardens, gazebos and seating areas, toilets and photo spots. The counter itself has the purpose of managing the administration of vehicles that go out and enter at tourist sites. In addition, the minimalist and open form of the counter can also be used as a guard place and an information center for tourist attractions.

Parking is an important component in the existence of tourist attractions. The land allocation for parking is terraced land in the concept of the Ngroto Hamlet tourist plan. Aside from being a visitor parking lot, this parking lot is also a volleyball player parking lot. Considering the entrance to the field that was moved on the upper side. This aims to tidy up the entrance that was previously below.

Seating and gazebo are components that are also important to realize its existence. This is because spectators who want to see volleyball activities cannot enter the field arena. So the need for a seat or chair on the terraced land is very necessary. The gazebo as well as one of the seats with aesthetic value also supports the creation of a beautiful and beautiful place.

The planned coffee shop has a very important designation. Apart from being a tourist center, coffee shops are the main source of income from the tourism development of Dukuh Ngroto. The construction of a coffee shop can increase the profits of visitors who stop by and buy food or drinks from the coffee shop. A coffee shop designed to provide visitors with food and drinks can also be a place for rest, discussion, chat, and other activities.

In addition to a coffee shop that is comfortable to gather and enjoy the view of the Ngroto hamlet, the development of selfie spots around the coffee shop is also very important. Apart from attracting visitors, the selfie spot is also a place to capture the moment. Especially now that the use of social media is very fast, requiring every place to look aesthetic and Instagramable. The last component that is important and must exist is the toilet. The need for toilets is very high. Good for visitors or others. So this building must exist.

### C. CONCLUSION

The existence of land that has not been empowered by the Dukuh Ngroto community. Therefore, the KKN 169 group has the initiative to assist in designing the land empowerment plan. The land has its own charm, namely the view of the Jamus tea garden and Mount Lawu. Thus, the research in this article was made to provide concepts, ideas, and ideas to the Karang Taruna Dukuh Ngroto community to create tourism forgings. After the implementation of the design, it is hoped that in the future it will be useful for the people of Dukuh Ngroto and its surroundings, namely from a socio-cultural perspective, even from an economic perspective, such as increasing income and employment. In this study, it only explains the idea so that further research is still needed on the results of the design that has been implemented.

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*sebagai salah satu sektor yang sangat menjanjikan bagi perkembangan wilayah di . 3(1), 71–81.*

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