

## OPTIMIZATION OF THE POTENTIAL OF TOURISM VILLAGES BASED ON THE DAILY CULTURE OF THE PEOPLE OF PUJON KIDUL VILLAGE

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**Abstract** - *Pujon Kidul Village is one of the tourist villages in Indonesia. The village has a lot of natural tourism potential that can be developed. In addition to natural tourism, this village also has tourism potential in agriculture and animal husbandry due to the large number of residents who work in these fields. The creation of this Educational Tourism Cluster aims to increase knowledge and experience for guests or tourists about animal husbandry and agriculture and improve the economy of the community in Pujon Kidul Village. This activity will be held from July 11, 2023 to August 25, 2023 in Pujon Kidul Village and was attended by residents of Pujon Kidul Village and students of KKN UIN Sunan Kalijaga Yogyakarta. The results of this educational tour in addition to guests enjoying the beauty of natural tourism are also expected to optimize the local potential of the village by providing educational activity experiences from the daily life of the community to guests and tourists.*

**Keywords:** *Local Potential, Tourism Village, Educational Tourism Cluster.*

## 1. INTRODUCTION

One sector that can increase the rate of economic growth is the tourism sector with increased employment opportunities, per capita income, and the welfare of the surrounding community. Indonesia has a diversity of tourism and culture has different characteristics in each region. With various forms of tourism can be utilized as a major asset in the development of sustainable tourism through community empowerment (Sari, 2021).

The development of culture-based tourism has become an important focus in sustainable development in various parts of the world. In a global view, culture-based tourism has the potential to advance local economies, preserve cultural heritage, and strengthen community identity. The development of tourism villages is based on the potential of the countryside itself so that it is expected to encourage the growth of community economic sectors and attract tourists to visit to a tourist village (Singgih, 2020).

One of the villages that reflects the richness of Indonesian culture is Pujon Kidul Village, located in Malang Regency, East Java. This village is an agrarian village, where 50% of the area is fields and rice fields. So most of the people's livelihoods are farmers. The potential of agriculture with such a large land, has not had an optimal economic impact on the surrounding residents. With the spirit to improve the economic condition of residents through tourism potential, village administrators and village communities are expected to care about tourism (Ira & Muhammad, 2020). The village is rich in daily cultural traditions that include performing arts, traditional culinary, handicrafts, as well as traditional ceremonies. Pujon Kidul Village has a great ability to increase prolonged cultural tourism which is not only about introducing this valuable cultural heritage to tourists But also want to improve the welfare of the local community.

A deep understanding of how to optimize the potential of culture-based tourism villages such as Pujon Kidul Village can provide valuable guidance for local governments, tourism entrepreneurs, and local communities in advancing the tourism sector in a sustainable manner. Through proper analysis and action, Pujon Kidul Village can be an inspiring model for other tourism villages that seek to utilize their local culture as an asset main in sustainable tourism development.

The development of tourism villages is related to the participation of the tourism village community, especially having a direct impact on the development of tourism in the surrounding environment. Active community participation is needed to reduce the negative impacts that occur. In this case, the basic group of tourism as a form of representation of the village community must be active in various things to avoid negative impacts on the environment and ecosystem (Ira & Muhammad, 2020).

Based on observations made in Pujon Kidul Village, one of the potentials of Pujon Kidul Village is an educational tourism cluster that makes the daily activities of local residents into a tour. By utilizing the area where the community lives and people's daily

lives, it makes a potential educational tourism cluster. There are several educational tourism clusters, namely Agriculture tourism cluster, Batik tourism cluster, Livestock tourism cluster, ornamental plant tourism cluster and Biogas tourism cluster. So that the utilization of the area where the community lives can optimize the income of the surrounding community and also add to their daily activities with educational tourism cluster activities that held by the village government.

In connection with the observations and facts in the field obtained, Pujon Kidul Village assisted by Sunan Kalijaga Yogyakarta KKN Students compiled a program that focuses on the field of tourism that taken from the daily lives of the people of Pujon Kidul Village which later became one of the education-based tourism options. Every planning until the implementation of the program was accompanied by Pujon Kidul Village and existing community leaders.

## **2. METHOD**

### **A. Research Method**

This study was conducted for 45 days which was carried out in stages from July 11 to August 25, 2023. The location of this research is located in Pujon Kidul Village, Pujon District, Malang Regency. The method used in this study itself is qualitative research. Qualitative methods are research used to investigate, find, describe, and explain qualities or states of social influence that cannot be explained described or measured by a quantitative approach (Pambudi, 2021).

Ethnographic research is a genre of qualitative research, developed from anthropological methodology. This research investigates societies and cultures by examining human, interpersonal, social and cultural in all their complexities. Ethnography is a research approach that refers to processes and methods according to the research conducted and the results. In addition, the methodology concerned with describing people and how their behavior, either as individuals or as part of a group, is influenced by the culture or subculture in which they live and move (Wijaya, 2018).

This program was attended by several parties, such as Pujon Kidul Village, community leaders, and KKN UIN Sunan Kalijaga Yogyakarta students. The implementation of this program is focused on developing tourism potential in Pujon Kidul Village through the daily life of the community which will then be used as one of the education-based tourism options. In the implementation of the program, it is divided into several stages, starting from the initial or planning stage, the socialization stage, to the implementation stage. As is known, the educational tourism program certainly requires a lot of money, so in the process Pujon Kidul Village gets an injection of funds from sponsors who there is.

## **B. Work Procedure**

The initial stage of this activity began with a process of observation and interviews with the village regarding "the potentials that will be and are being carried out by this village" in the first week since parachuting at the KKN location.

After receiving information and agreement from the originating component of the program, the UIN Sunan Kalijaga Yogyakarta KKN Students together with the mobilizing component and existing community leaders followed up with prepare all the needs needed, such as making Sapta Pesona signposts and several educational tourism clusters, such as agricultural tourism clusters, tourism clusters Batik making, Livestock tourism cluster, ornamental plant tourism cluster and Biogas tourism cluster as well as preparing the facilities and infrastructure needed to help the cluster operations educational tours.

After the preparation has been felt mature, all parties socialize the existence of an educational tourism cluster to attract tourists to visit by promoting through social media such as Instagram and other.

## **3. RESULTS AND DISCUSSION**

Educational tourism cluster is a tourism development concept that emphasizes aspects of education and learning as part of the tourism experience. This tourism cluster is designed to provide insight, knowledge and deep understanding to tourists both from aspects of culture, history, art and many more thus creating opportunities to increase awareness, appreciation and understanding of the environment, and cultural heritage and can improve the people's economy.

In line with the implementation process, program planning begins when all driving components and companions have reached an agreement to run the educational tourism program in Pujon Kidul Village.

After getting a mature concept, activities are carried out by preparing all operational needs as well as facilities and infrastructure, be it in matters of budget, time management, to Risk management at once. Risk management itself is one of the sciences or art of behavior in analyzing or responding to a risk so that the project or program to be carried out is still fixed guaranteed (Lokobal, 2014). Furthermore, several parties involved also descended directly to identify what potentials can be used as educational tourism. Educational tourism is explained as a tour program that is run which prioritizes learning values obtained in accordance with the conditions or situations of tourist attractions visited (Piyanto *et al.*, 2014). In the educational tourism program, Pujon Kidul Village itself has a focus on making the daily culture of the local community as one of the tourist attractions that have values learning in it. There are some societies that concentrate on agriculture. There are also those who concentrate on animal husbandry and developing biogas. In addition, some communities concentrate on batik crafts and the cultivation of

ornamental plants.

The implementation process is carried out by conducting socialization to several communities who will participate in the educational tourism program in Pujon Kidul Village. People who are aware of their potential after the socialization provided, with direct assistance from the components involved will give birth to people who are skilled, creative, and Innovative in developing the tourism potential that the community has. Then the skills of the community will also certainly create job opportunities independently, where both fellow people of Pujon Kidul Village will lead to healthy competition and Provide wider employment opportunities so as to realize a sustainable economy.

To get attention from tourists to visit, a *branding campaign* is needed by promoting educational tourism clusters through social media, both village-owned and community-owned social media through Instagram, TikTok, Facebook and more. In addition, promotion can be done by installing billboards for educational tourism clusters so that people are interested in visiting.

#### **4. CONCLUSION**

Pujon Kidul Village has tourism development potential which can be seen from the formation of educational tourism clusters. The existence of a work program that focuses on tourism taken from the daily lives of the people of Pujon Kidul Village which then becomes one of the education-based tourism options is expected to be The first step in the development of the rural economy.

With the existence of an educational tourism cluster, it is expected to be a forum for community empowerment through contributing roles and activities ranging from planning to implementing educational tourism programs so that It is expected to create community welfare by implementing sustainable tourism and be able to advance the economy of both villages and communities.

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