

RESTORING THE EXISTENCE OF MANTENAN SOURCE TOURISM IN SUKOREJO VILLAGE

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Abstract-*The tourism sector is one of the potentials that can make a positive contribution to society. In developing tourism, the most important thing is the joint commitment to elements of government agencies and the community. Based on the study of tourism potential in Sukorejo Village, Udanawu-Blitar Regency, there is tourism potential of Sumber or Mantenancan spring. This research aims to restore the existence of Mantenancan Source tourism in Sukorejo Village through an innovative approach. By utilizing ecobricks as an environmentally friendly material for revitalizing facilities and infrastructure as well as improving and beautifying tourist areas, it is expected to increase tourist attraction and support the sustainability of local tourism. Through this effort, it is hoped that Sumber Mantenancan can again become a leading tourist destination that reflects the beauty and cultural richness of the village.*

Keywords : *Tourism, Ecobricks, Tourists*

1. INTRODUCTION

The tourism industry is currently one of the important sectors for national development both in the local and national sectors, development in the tourism sector is expected to provide many benefits for the community. Tourism activities are also one of the non-oil and gas sectors that are expected to make a significant contribution to a region. The amount of potential natural resources in Indonesia can actually still be developed into a more attractive tourist attraction, but the development of the tourism sector in Indonesia still seems not optimal. The rapid development of the times and rapid technological advances can actually be utilized as a promotional medium to increase the popularity of places and increase the number of tourist arrivals at tourist attraction locations that are built.

Blitar Regency has a wealth of tourist attractions that can be relied upon and has the opportunity to be developed in the future. This is because there are various types of tourist attractions that have special attractions (BPS Kab. Blitar, 2024). For example, the natural beauty that amazes the eye and the many buildings that have historical value that still stand strong today. This research focuses on a tourist attraction located in Sukorejo Village, Udanawu District, Blitar Regency. The tourist attraction is called Sumber Manten an which is a spring located in Sukorejo village. Sumber Manten an tourist attraction is a tourist attraction that was previously engaged in water tourism, because it has a clean spring in that place, however, during the dry season, Sumber Manten an becomes a water tourism attraction that is no longer running due to dry springs and the absence of administrators who manage Sumber Manten an. Sumber Manten an is now dirty and unkempt, now more focused on the utilization of the environment around the spring or Green Open Space (RTH).

RTH refers to an area or region specifically dedicated to open space with a predominance of greenery, such as parks, urban forests, botanical gardens, and other green spaces. This space serves as the lungs of the city, providing a space where humans and nature can interact in the middle of the city. while for the functions of Green Open Space (RTH) include the following:

1. Ecological function: Green spaces help keep the city's ecosystem in balance, such as absorbing air pollution, lowering air temperatures, reducing the heat island effect, and providing habitat for various flora and fauna.
2. Social function: Green spaces serve as public spaces that can be used for various social activities such as recreation, sports, and community gatherings, which improve the quality of life of urban communities.
3. Aesthetic function: Cities become more beautiful and comfortable to live in with the presence of green spaces. Parks and greenery can provide a refreshing view in the middle of a crowded city.
4. Economic function: Green spaces also have economic impacts, such as increasing the value of surrounding properties and boosting local tourism. In addition, green spaces can provide employment opportunities, for example by maintaining the park or managing its facilities.

Green Open Space is an important part of spatial planning as it offers various benefits, including ecological and economic benefits. One of the priorities in sustainable planning and management is green open space due to its importance for community welfare and environmental sustainability. Despite the challenges faced in its management, collaboration between the village government, private sector, and communities is necessary to ensure that green spaces can continue to provide benefits for current and future generations.

2. METHOD

This research uses descriptive qualitative methods. According to I Made Winartha, a qualitative descriptive method, namely a method of analyzing, describing, and summarizing various conditions and situations using various data collected in the form of interviews or observations about the problems under study (Komalasari & Riani, 2023). Researchers chose descriptive qualitative research because they wanted to describe the situation that would be observed in the field in more detail. Specifically, this research aims to obtain an objective explanation and then reveal a series of problems that arise, especially related to factors that make the popularity of this tourist attraction decline, to then propose solutions theoretically and practically. The data used are primary data and secondary data. Primary data is in the form of interviews, documentation, and observation. Secondary data in the form of the results of literature studies, especially news related to the source of Manten an tourist attraction. Data collection techniques used in this research include:

1. The observation technique includes various things related to observing the physical conditions and activities at the research location. According to Arikunto, observation is collecting data or information that must be carried out by making direct observation efforts to the place to be studied (Gumi & Mahyuni, 2021).
2. Interview technique is the activity of asking questions through interviews to obtain information through direct question and answer with respondents and informants. Interviews were conducted with the village head, pokdarwis, tourism object managers, and local residents.
3. Documentation technique is the activity of collecting and reviewing some information obtained from company/agency reports, literature relevant to the research problem, and browsing through internet media related to the research topic. Documentation is also carried out to observe the development process that occurs in the revitalization of this tourist attraction, especially in the tangible (physical) aspect (Wardani, 2018).

3. RESULTS AND DISCUSSION

Sumber Manten an is a tourist attraction located in Sukorejo Village, Udanawu District, Blitar Regency. It is named Sumber Manten an because this tour is located in Manten an Hamlet. Sumber Manten an tourist location is very easy to reach because it is very close to the asphalt road. Apart from being located among rice fields, this tourist attraction also has many large and shady trees, making Sumber Manten an a cool and

shady tourist attraction. According to an article uploaded on the MaduTV website, in 2022, Sumber Manten an will still be used as a fishing ground and tilapia farm. In addition, there are also stalls so that visitors can enjoy typical Blitar food. On the contrary, there is now a ban on fishing for tourists visiting Sumber Manten an.

The cool place, low cost, and large parking area make this tour crowded with tourists. However, since the Covid-19 outbreak, where the “lockdown” and “at home only” policies were enforced, making Manten an Suber deserted by visitors. Over time, the absence of parties who manage or take care of the Sumber Manten an tourist attraction makes the condition of the source of Manten an quite alarming. The place is dirty, the facilities are not maintained, and the paint is faded causing the attractiveness of visitors to the tourist attraction of Sumber Manten an to decrease dramatically.

Students of KKN UIN Sunan Kalijaga Yogyakarta group 249 batch 114 made the Sumber Manten an tourist attraction a Featured Work Program. The efforts made include: holding community service and holding competitions at the location, as well as utilizing ecobricks as an environmentally friendly material for revitalizing facilities and infrastructure, as well as improving and beautifying the tourist area. In addition, it also promotes through social media to strengthen branding.

The community service was held on Friday, July 26, 2024 by KKN students, village officials, and the surrounding community. The purpose of holding these efforts in general is so that the existence of the Sumber Manten an tourist attraction can return to its original state. The activities include: cleaning and beautifying the environment, watering plants, and repairing and building infrastructure such as repainting and making signposts. Writing “Sumber Manten an” from ecobric was also made. These activities were carried out as an effort to increase the attractiveness of Sumber Manten an tourism.

In addition to community service, competitions to welcome Independence Day were also held. The competition was held on Thursday and Friday, August 15 and 16, 2024 with 2 categories of competitions, namely for kindergarten and elementary/junior high school levels. The kindergarten level competition consisted of coloring and flag relay competitions, while the elementary and junior high school level competitions consisted of cardboard and coconut shell relay competitions, water volleyball, and leaky pipes. Documentation during the implementation of the activity was also carried out. The results of the documentation of these activities were uploaded to social media whatsapp and instagram as an effort to increase the branding of Sumber Manten an tourism.

The results of this effort show a significant increase, seen from the number of visitors after the work program. Sumber Manten an tourist attraction looks more beautiful than before. This certainly greatly affects the attractiveness of tourists to visit Sumber Manten an tourist attraction. The competition activities held at Sumber Manten an also attracted many visitors and traders.

4. CONCLUSION

The revitalization of Sumber Manten an tourist attraction is an effort to restore the popularity and sustainability of tourist destinations in Sukorejo Village, Blitar Regency. One of the innovative steps taken is to utilize ecobricks as an environmentally friendly

material to improve facilities and infrastructure. Ecobricks are a solution that utilizes plastic as a strong and durable construction material. In addition, social activities such as community service and coloring competitions were also held to attract the attention of the community and tourists. The revitalization aims to increase tourist attraction, support the sustainability of local tourism, and promote the importance of environmental conservation. With these improvements, it is hoped that Sumber Manten an can again become a leading tourist destination that not only offers natural beauty, but also supports the economy of the surrounding community through increased tourist visits and local trade activities.

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