

ANALYSIS OF LOCAL POTENTIAL OF MALANG CELAKET VILLAGE TOWARDS TOURISM VILLAGE

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ABSTRACT

Tourism is the fastest-growing economic sector and also a key instrument to make other economic sectors grow. Every region has a unique local potential to attract visitors for coming to the area. The goal of this study is to understand the local potential that exists in Celaket Village to become a tourist village. This research uses a qualitative approach with a case study research type because researchers want to study in detail and depth about the potential that exists in Celaket Village to get to the tourist village and the results can not be generalized to similar events but occur elsewhere. The subjects of this study were the originator of the Kampung Ornament organization, the chairman of the Ringgip Ilak Organization, the seller in the Celaket RW II village, the RW II chairman, and the government from the office namely DISPORAPAR. Determination of research subjects with purposive sampling techniques. Data collection techniques with in-depth interviews, observation, and documentation. The data validity technique uses source and method triangulation. Researchers found that two local potentials that exist inside Celaket Village, which is Kampung Ornament Celaket and Taman Keceh. Social participation is needed to help to develop and manage local potential, and also community empowerment, and non-formal education given by the government from the office namely DISPORAPAR. The economic impact of making Celaket Village as a tourist village has been felt by the community because the community uses the opportunities to sell around the tourist village. And that can open business opportunities, increase employment opportunities, and increase their income.

Keywords: Local Potential; Community Empowerment; Nonformal Education; Tourism Villages; Economic Impact

INTRODUCTION

Tourism is one of the biggest industries and one of the fastest-growing economic sectors because the tourism area is seen as the main instrument for regional development that can stimulate new economic activities (Yilmaz & Gunay, 2012). One positive impact of tourism is to alleviate poverty and as a source of opening up employment opportunities both directly and indirectly involved because of the uniqueness of tourism workers who cannot be replaced with equipment such as tour guides, souvenir vendors, hotel staff and others (Judisseno R, 2017).

Elena (2010) concluded that tourism influences city development which has an impact on the exploitation of cultural resources (cultural resources) for the construction of facilities, infrastructure which will then improve the quality of life of the population. From this, we can conclude that if the tourism sector influences urban development, it will also affect urban villages if they can explore and develop the potential of their local culture as a tourist attraction.

One of the developments in tourism is the development of tourism that includes local communities. Cultural tourism is one of the things that tourists are interested in because in, addition to enjoying the natural beauty/panorama, it can also witness the unique traditions of the people visited. This is related to the current development of tourism which has undergone a shift, from mass tourism to special interest tourism (Ardiwijaya, 2006).

For the determination of an area as a tourist site must meet various requirements. Nuryanti, Wiendu (1993) in (Priyanto & Safitri 2016) stated that the determination of tourist villages must meet the requirements including good accessibility; having interesting objects in the form of nature, arts and culture, legends, local food, etc. to be developed as tourist attractions; the community and village officials receive and provide high support to the tourist village and tourists who come to the village; security in the village is guaranteed; Adequate accommodation, telecommunications, and labor are available; cool or cold climate.

Malang City is a city that has many township areas. One by one with the initiative itself and independently the villagers with the partnership of certain people from other villages and activists from various communities to move to empower the village. Various methods are used as an effort to empower the village, one of them is through thematic village packaging. The villages that were originally classified as problematic villages were irregular, overcrowded, arid, and prone to flooding, poorly known and so on after efforts were made to empower them, the villages then developed and successfully resolved their problems.

This makes the Celaket Village Malang City empower the village to be better known by the wider community. Chaired by a cadre of organizations namely the Kampung Ornament Organization and the Ringgip Ilak Circle of Friends, Celaket Village explores and manages existing local potential so that the village can become a tourist village. With the development of the tourist village will benefit economically with the existence of new sources of income that could be providing income and changing the economy of the community (Mustangin, 2017).

Excavation and management of local potential in an area are inseparable from the participation of local communities, community empowerment carried out by the government and non-formal education provided by the government.

Local community participation is very important so that the potential that exists in the area can be explored properly. According to Trisnawati (2018) Management of local-based tourism villages requires awareness and participation of the community itself to always innovate and be creative in developing their village areas which are used as tourist villages. However, in increasing community participation in village development there are obstacles, namely in terms of communication where communication is important to foster and increase community participation. Also, the lack of funds for the course of activities is a big obstacle (Ardilah et al, 2014).

Community empowerment also plays an important role in extracting and managing a regional potential. Community empowerment is an effort that is the mobilization of resources to develop the economic potential of the people. This will increase the productivity of the people so that both human resources and natural resources around the people's existence can be increased in productivity (Kartasmita 1996).

Programs implemented can realize community empowerment that results in changes in knowledge, skills, increase production, increase income, open new jobs, or open their businesses by processing further and producing products of high economic value to reduce the number of unemployed (Aditiawati et al, 2016).

Also, the education received by the community is very important in exploring and managing existing local potential. Education is a planned effort to develop potential, improve the skills needed by an individual or community (Wahjoedi, 2015). The development of community learning needs is increasingly dynamic in the midst of an era of a knowledge-based society, where the mastery of knowledge is not just information, an absolute prerequisite needed to be able to live an intelligent, creative, and productive life. To be able to meet the dynamic learning needs of the community, it is not enough to only go through formal education channels (schools). In the condition of a community that continues to grow, the existence of learning containers that can accommodate the aspirations and learning needs of the community becomes very necessary. To be able to meet the learning needs of the community, the role of non-formal education units becomes strategic (Rizka et al, 2015).

Sulartiningrum, et al (2018) states that education provided to the public can be in the form of training (in-house training), counseling aimed at increasing understanding and awareness, also improving the quality of human resources. Non-formal education has an important role here because one way to improve the quality of human resources to have knowledge, attitudes, and skills about the potential of an area is through education.

According to Yoeti (2008: 20-21), explaining the positive impacts of tourism activities include: (a) Tourists who visit need service, from their need, can provide business opportunities. With the desire (want) of tourists, and expectations of tourists who come from various countries and behavior patterns; (b) Increase the absorption of employment opportunities; (c) Increase income and accelerate the distribution of people's income, as a result of the (multiplier effect) of relatively large tourist expenditure from their visits.

From the explanation above, it can be seen that the problems owned by Celaket Village are poor social and environmental conditions, too crowded, located in the Brantas river basin and less well known. Then to overcome this problem local potential in Celaket Village was explored. Based on the description that has been explained, the researcher wants to do a literature study about the local potential that exists in the area to become a tourist village and will later have an economic impact on the surrounding community.

RESEARCH METHOD

This study uses a qualitative approach to the type of case study research because researchers want to study in detail and depth about the potential that exists in Celaket Village to get to the tourist village and the results can not be generalized to similar events but occur elsewhere.

This research is located in Celaket Village RW II, which is located at Jaksa Agung Suprpto Street Malang City. In taking key informants, researchers are based on purposive sampling techniques. These considerations/criteria are:

1. The subject is the originator of the Kampung Ornament organization where he can provide detailed information related to the establishment of Kampung Ornament Celaket as well as other information needed by researchers.
2. The subject is the chairperson of the Ringip Ilak Society of Organizations where he can provide complete information related to the potential of the Taman Keceh.
3. The subject is a seller in the Celaket RW II village where he can provide information on the impact felt by the existence of the Celaket RW II village as a tourist village.
4. The subject is the head of RW II where he as the leader in the RW can provide information about local potential, constraints experienced and other information related to the Celaket RW II village.
5. The subject is a government is from DISPORAPAR where he can provide information related to community empowerment and non-formal education provided to organizational cadres in Celaket Village.

Based on the considerations/criteria made by the researchers above, the researcher determined 5 samples to be used in the study.

Data collection techniques used in this study were in-depth interviews. In-depth interviews in this study are used to find out what local potentials exist in Celaket Village Malang City, what are the obstacles experienced by the community, how is the participation of Celaket RW II village community to make their village a tourist village, how is community empowerment carried out by

DISPORAPAR, how non-formal education provided by DISPORAPAR to community leaders, how is the readiness of Celaket RW II Village to become a tourist village and how is the economic impact felt by the surrounding community after Celaket RW II village has become a tourist village. Observation of participation in this research is the way the researcher makes observations directly related to the things to be studied. The documentation in this study was used to obtain additional information about the research sub-focus.

Analysis of the data used in this study consisted of 4 stages, including the stage of data collection, the stage of data reduction, the stage of displaying data, the stage of concluding / verification Triangulation used in this study was Data Source Triangulation and Method Triangulation.

RESULTS AND DISCUSSION

1. LOCAL POTENTIAL OF CELAKET VILLAGE.

The first local potential based on culture is in 2016 in Celaket RW II Village located in the Brantas River Basin present as a thematic village called Kampung Ornament Celaket. Beginning in January 2017, the presence of Kampung Ornament Celaket has been officially opened. Rows of walls of houses in Kampung Ornament Celaket filled with Nusantara batik ornaments. The artists who are members of the Kampung Ornament organization raise batik as the theme of the village because batik is a local cultural identity as a public attraction to visit. The artists came from Celaket Village itself with creativity supported by ideas and concepts that were arranged they changed the village in the Brantas watershed into a beautiful thematic village. The taking of cultural themes especially batik motifs was intentionally carried out by ornamentation village organizations to preserve and introduce to the public about Indonesian culture. The purpose of the Kampung Ornament Organization to build the Kampung Ornament Celaket is for visitors who come in addition to being able to take pictures, they can also learn about Indonesian culture.

The second natural-based local potential in Kampung Celaket RW II is Taman Keceh. The Taman Keceh was built by the Ringgip Ilak Circle of Friends, which is chaired by Mr. Midud by utilizing existing water sources. The Taman Keceh was built based on concerns from Mr. Midud and his friends due to the lack of playgrounds for the children of Kampung Celaket which is located near the Brantas watershed and children like to play on the Brantas River. These concerns occur because the Brantas river flow is swift and very dangerous. Besides that, Taman Keceh was also built as an effort to bring up the potential in Kampung Celaket RW II because the Malang City Government is promoting so that each region can bring up the existing potential to make it a tourist destination.

2. OBSTACLES EXPERIENCED IN MAKING THE CELAKET VILLAGE AS A TOURISM VILLAGE

The barriers experienced by Kampung Ornament Celaket and Taman Keceh are the same, related to funds. The desire of Kampung Ornament organizations a lot. but the funds owned are insufficient so that the painting of the walls of people's homes cannot be comprehensive. For maintenance of walls that have been painted also requires a lot of funds. At present, the condition of the walls of the houses of residents who have painted some of the paint has faded and there are no funds for repainting. To paint a wall with a batik motif requires special paint that is waterproof because it is outside and it is expensive. Whereas Taman Keceh still needs a lot of funds because the construction is still not finished, but Taman Keceh can still make improvements slowly by using money obtained from visitors' donations.

3. COMMUNITY PARTICIPATION TO MAKE THE VILLAGE INTO A TOURISM VILLAGE

The potential realization in Celaket Village is inseparable from the participation of the local community. In the participation of local people's minds, they played an active role in providing suggestions for the Celaket Village to become better in the future. They also provide energy participation to build on existing potentials. The community also donates money for the cost of building the Kampung Ornament and the Taman Keceh sincerely because the nominal is not determined. For people who do not contribute money, they assist in other forms of food or drinks. The community also participates in skills and skills. For Kampung Ornament organizations, their skills and skills are in the arts, such as painting walls with batik ornaments, while for the Ringgip Ilak organization, they contribute fully in building the Taman Keceh because the expertise and skills possessed by this organization are in the field of building. To maintain a sense of togetherness between residents, regular meetings, and joint gatherings from RW II, the Kampung Ornament organization and the Ringgip Ilak community are held to maintain communication.

4. COMMUNITY EMPOWERMENT CONDUCTED BY DISPORAPAR.

In the effort of community empowerment carried out by DISPORAPAR Malang City to increase awareness, capacity, access, and role of the community both individually and in groups in advancing the quality of life, independence and well-being in Celaket Village through the first tourism activity is by way of the year 2016 BAPEDA made a theme themed village competition. This was successful in stimulating existing villages to make them tourist villages. The second is to strengthen the potential in Kampung Celaket RW II by increasing the capacity of its human resources by conducting socialization about SAPTA PESONA in Rampal Celaket in 2018. The third in 2018 DISPORAPAR brought guests from high schools in Central Java to visit Kampung Ornament Celaket and the chairman of the Ringgip Ilak organization were combined in the Whatsapp group formed by DISPORAPAR with other organizations to be able to exchange opinions and when the chairman of Ringgip Ilak encountered obstacles related to the Taman Keceh the DISPORAPAR party was ready to help find a solution.

5. NON-FORMAL EDUCATION PROVIDED BY DISPORAPAR.

Non-formal Education here is in the form of socialization and training provided by DISPORAPAR. DISPORAPAR socialization in Celaket Village in 2018 about SAPTA PESONA. Besides that, DISPORAPAR also conducts training. DISPORAPAR invited representatives from the thematic villages to come to the training program for 3 days and gather based on the material.

6. THE READINESS OF CELAKET VILLAGE TO BECOME A TOURISM VILLAGE

Celaket Village is ready to become a tourist village. This can be seen from the fulfillment of the requirements of an area to become a tourist village. These conditions are local potentials owned, have interesting objects, in terms of existing facilities, from the security of the village that is maintained, the community and village officials receive and provide full support to the village and friendly to the visitors, good accessibility because located on the axis of the highway, and cool climates.

7. ECONOMIC IMPACTS PERCEIVED BY SURROUNDING COMMUNITIES AFTER CELAKET RW II VILLAGE BECOMES TOURISM VILLAGE.

The excavation of local potential in Celaket Village can have an economic impact on the surrounding community. These opportunities are used by the community to sell so they can open business opportunities, increase employment opportunities, and increase income. With the Kampung Ornament and Taman Keceh, when the visit is crowded it will directly increase the seller's income. When the visit is busy, the income obtained from a stall owned by one of the sellers there can be more than an ordinary day.

CONCLUSION

The problems owned by Celaket Village are poor social and environmental conditions, too crowded, located in the Brantas river basin and less well known. Then to overcome this problem local potential in Celaket Village was explored.

Local potential in Celaket Village RW II is Kampung Ornament and Taman Keceh. In exploring the potential, there must be obstacles. The main obstacle experienced by Kampung Ornament and Taman Keceh is related to funds because if there are no funds, organizational activities cannot run well. The potential realization in Celaket Village RW II is inseparable from the participation of the local community. Village people participated in the form of thoughts, energy, possessions, skills, and social participation.

To empower the community carried out by DISPORAPAR Malang through tourism activities the first was in 2016 BAPEDA made a thematic village competition. The second is to strengthen the potential in Celaket Village RW II by increasing the capacity of its human resources by disseminating information about SAPTA PESONA in Rampal Celaket in 2018. The third in 2018 DISPORAPAR brings guests from high schools throughout Central Java to visit Kampung Ornament. The head of the Ringgip Ilak Circle of Friends are combined in the Whatsapp group formed by DISPORAPAR with other organizations to exchange non-formal education opinions provided by DISPORAPAR to organizational cadres in Celaket Village RW II in the form of socialization and training.

For the readiness of Celaket Village to become a tourist village, for now, it is said to be ready because the conditions have been fulfilled. For the economic impact after Celaket Village has become a tourist village already felt by the surrounding community.

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