

FOCUS ON LOCAL CULTURAL ATTRACTION IN INCREASING TOURIST VISITS IN CENTRAL JAVA TOURISM VILLAGES

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Abstrak. Indonesia is a country that has natural beauty that is rich in cultural and artistic diversity which can provide an increase in state income. In line with the development of the world of tourism in Indonesia, efforts have been made to display interesting things, such as bringing in tourists. Efforts that can bring in tourists include: maintaining the authenticity of the renovated building and promoting tourist objects as tourist attractions. In addition, the government can provide support for efforts to attract tourists to tourist objects such as providing a special selfie room for tourists taking pictures, thus developing tourism as an industry becomes easy to increase economic growth, namely by only exploiting natural beauty, arts, culture, and hospitality to address the balance of payments deficit it experienced. That is why many experts are worried and consider it crucial to have careful planning in tourism development. The consideration is based on the concern regarding tourism as an industry that is expected to spur economic growth in DTW (Tourist Destination Areas) or countries visited by tourists. So that balanced growth can be developed, and the number of tourist arrivals can continue to grow. The research focuses on planning local cultural attractions in increasing tourist visits in the Central Java region.

Keywords: Attractiveness; Local Culture; Tourist Visits; Tourism Village.

INTRODUCTION

Fundamentally, voyaging is a course of transitory takeoff starting with at least one individuals then onto the next place outside their home. The force to pass on is because of different interests, whether because of financial, social, social, political, strict, wellbeing, or different interests, for example, wondering for no specific reason, to acquire insight or to have the option to empower and upgrade improvement exercises, open new business fields, make occupations and have the option to expand individuals' pay and territorial unique pay in the event that it is overseen and grown ideally. Semarang is one of the cities that has a cultural heritage that is still preserved today (Fahad & Endrayadi, 2017).

The phenomenon of a shift towards conventional tourism products, into the concept of natural tourism with all the wealth and high cultural values, is the reason for the creation of new tourism products with the concept of Tourism Village (Sugianto, 2016). As a response to the shift in tourism interest, one alternative is a tourist village. The assignment as a traveler town has specific qualities or characters that have selling influence as satisfactory normal, social, or natural riches, so that individuals who visit can appreciate, get to be aware, and find out about the uniqueness of the town, and every one of its attractions (Sholehuddin et al., 2021).

Village tourism is one of the tourism activities that offers an overall atmosphere that highlights village authenticity such as beautiful village natural scenery, culinary delights, souvenirs, homestays, and so on. Village tourism in simple terms can be said

as an activity inviting tourists to visit the village, see and study the authenticity of the village according to the uniqueness and potential of it has (Giriwati et al., 2019).

Referring to the 2014 DIY Village Development Study Final Report, the definition of a tourist village can be described as follows:

- 1) A type of joining between attractions, facilities, and supporting offices introduced in a design of local area life that is coordinated with the predominant systems and customs.
 - 2) A rustic region that has uniqueness and unmistakable allure (both as engaging quality/actual uniqueness of the country regular habitat and social and social existence of the local area), which is overseen and bundled normally and appealingly by creating the travel industry support offices in an agreeable natural setting and great and arranged administration so the appeal of the town could drive vacationer visits to the town, as well as encourage the travel industry monetary exercises that work on the government assistance and strengthening of neighborhood networks.
 - 3) Another meaning of a Travel industry Town is Town The travel industry, where little gatherings of vacationers stay in or close to conventional, frequently far off towns and find out about town life and the nearby climate. Free interpretation: Rustic the travel industry where little gatherings of vacationers reside in or close to conventional settings, frequently in
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distant towns, and find out about provincial life and the neighborhood climate.

A few locales in Indonesia are likewise fostering a sort of culture-based town the travel industry, one of which is in the Territory of Focal Java. As per information from the Way of life and The travel industry Office of Focal Java Territory, there are 145 culture-based vacationer towns in Focal Java. Call it the Kliwonan The travel industry Town, Masaran Locale, Sragen Rule with an unrivaled vacation destination of batik culture. Candirejo Town in the Magelang Regime region with unrivaled vacation spot information for making different sorts of craftsmanship trinkets. The Samiran the travel industry town in the Boyolali Regime region with predominant town the travel industry with an agrarian subtlety through its agro-the travel industry. Dieng Kulon social the travel industry town, Batur Area, Banjarnegara Regime with unrivaled vacation spots, different sanctuaries, and the fabulous occasion of the Dieng Culture Celebration (Nugroho et al., 2016).

It is fascinating to notice the improvement of culture-based the travel industry towns in different areas, particularly in Focal Java Region. A certain something, this peculiarity is an elective answer for answer the ongoing scene the travel industry pattern which has changed from regular the travel industry to extraordinary interest the travel industry. Be that as it may, then again different issues emerge including the status of different gatherings in regards to the presence of a social the travel industry town, bundling of

the expected engaging quality of a social the travel industry town, issues of offices and framework, human asset issues, and others (Musadad, 2018).

Social the travel industry is a travel industry movement that uses the expected improvement of human social items as an object of fascination. This kind of the travel industry can give benefits in the socio-social field since it can assist with protecting social legacy as the character of nearby individuals who have that culture. Social the travel industry is an excursion made in view of a longing to expand one's point of view by visiting different spots or abroad, concentrating on the state of individuals, their propensities and customs, their lifestyle, culture, and expressions. Today, social the travel industry is growing quickly because of a recent fad among vacationers, specifically the propensity to look for something one of a kind and legitimate from a culture (Hamsal & Abdinagoro, 2021).

In view of this, research is required in regards to the capability of social the travel industry possessed by Focal Java Area. This is critical to raise in light of the fact that the presentation of the capability of a vacation destination can expand the interest of partners and travelers to create and visit the vacation destination (Shaw, 2014).

The travel industry can be deciphered as a movement did by vacationers to head out to a vacationer location outside their day to day routines and the climate where they reside to make a transitory visit from their place of home, which is driven by a

few necessities without the goal of earning enough to pay the bills, however in view of joy. went with to partake in an assortment of diversion that can ease exhaustion and produce a movement experience and cordiality administrations.

As per The travel industry Regulation Number 10 of 2009, a vacation spot is whatever has uniqueness, magnificence, and worth as a variety of normal, social, and man-made resources that are the objective or location of vacationer visits (Priyanto, 2016).

MATERIALS AND METHODS

The technique utilized recorded as a hard copy this applied paper is the unmistakable logical strategy, specifically by utilizing information that plainly depicts the issues straightforwardly in the field, then, at that point, the examination is done and afterward finished up to break an issue. Techniques for information assortment through perception and writing study to acquire critical thinking in the paper arrangement. Data collection uses 4 (four) techniques, namely: observation, interviews, literature study, and documentation. To determine informants using a purposive sampling technique, namely the researcher determines who will be the sample in advance, and states the status of each according to the wishes and objectives of the researcher (Priatmoko et al., 2021).

RESULTS AND DISCUSSION

1. Potential of Cultural Tourism Village

Dari From the data collection carried out at the Culture and Tourism Office of

Central Java Province, the province has many alternative tourist attractions such as (nature tourism, cultural tourism, and artificial tourism) consisting of national highlights (Borobudur, Sangiran, Prambanan, Pangandaran, Dieng), provinces (Rembang, Brebes, Dieng). Another finding is that in Central Java there are 145 Tourism Villages, 1740 hotels, 450 travel agencies, 60 tourist destinations, and 460 tourism awareness groups.

Several cultural tourism villages with their potential include:

1. Kliwonan Cultural Tourism Village in Sragen Regency.

In terms of accessibility, the Kliwonan tourist village is located 12 km south of the city center of Sragen Regency or 15 km northeast of the city of Solo. To reach the location of this village, access can be via the Solo-Surabaya highway, through the Sangiran Archaeological Museum, or from the Kedung Ombo Reservoir tourist attraction. Along the road to the location of the tourist village which is located 4 km from the Solo-Surabaya highway, tourists will be treated to views of the expanse of green rice fields. Tourists can not only shop for clothes and batik cloth because there are many showrooms selling batik. Tourists can also see the process of making batik from start to finish and can stay at the available homestays. Tourists can also learn to make batik and get dirty by dyeing batik cloth. The combination of a beautiful rural natural atmosphere and the offer of batik cultural products is the major treatment for this Kliwonan tourist village.

2. Candirejo Cultural Tourism Village, Magelang Regency.

This village is located only 3 km from Borobudur Temple. The people of Candirejo Village are known for their skills in making various souvenirs or handicrafts. Various local traditions and arts, such as Nyadran, Sedekah Bumi, Jathilan, and Kubrosiswo are unique that are a pity to neglect. The Candirejo area which is rocky but still fertile is another main attraction. On the side there are several cultural sites including Watu Kendil, Watu Tumbak, Watu Dandang, and Watu Tumpeng. The village community has managed accommodation facilities in the form of many homestays at affordable prices.

3. Dieng Kulon Cultural Tourism Village, Banjarnegara Regency.

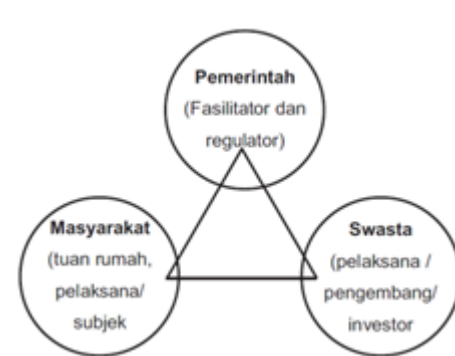
The Dieng Kulon Cultural Tourism Village is managed by the Dieng Pandawa Tourism Awareness Group (Pokdarwis) and is administratively located in Batur District, Banjarnegara Regency. The location of the village is very strategic because it is close to some of the main attractions of Dieng, such as the Arjuna Temple Complex, Kailasa Museum, Telaga Warna, and Sikidang Crater. Tourists can take advantage of the Live in Dieng Tourism Village tour package to get to know community life more closely as well as explore the natural tourism potential of the Dieng plateau. Another tourist magnet that this village has is the grand event Dieng Culture Festival which takes place every year between July and August.

4. Samiran Cultural Tourism Village, Boyolali Regency.

Samiran Village is a village located

between Mount Merapi and Merbabu, to be precise in Selo District, Boyolali Regency with relatively cool air temperatures. Coupled with green natural scenery, friendly people, and good cultural preservation.

A mark of the outcome of a Travel industry Town that advances the Social Idea is the presence of Neighborhood People group, which assume an imperative part in the improvement of a vacationer town on the grounds that the assets and novel customs and culture connected to these networks are the vitally driving components of the travel industry town exercises. Then again, nearby networks that develop and live next to each other with a vacation spot become piece of an interrelated environmental framework. The outcome of fostering a traveler town relies upon the degree of acknowledgment and backing of the neighborhood local area. (Wearing & McDonald, 2002) More details can be understood from the following figure:



The nearby local area goes about as a host and turns into a significant consider the improvement of a traveler townlet in all stages beginning from the preparation,

checking, and execution stages. The delineation set forward stresses that the nearby local area has a similarly significant situation with the public authority and the confidential area as one of the partners in the travel industry advancement.

The improvement of local area based the travel industry towns (Local area Based The travel industry CBT) is a travel industry advancement model that focuses on local area support in the travel industry advancement. CBT places the local area as the primary entertainer through local area strengthening in different the travel industry exercises, with the goal that the advantages of the travel industry are completely designated to neighborhood networks. CBT is an idea that underscores engaging networks to all the more likely fathom and value every one of the speculations they have, like culture, customs, food, and other regular assets. CBT is a travel industry development movement that completely includes the local area. The preparation of movement thoughts, the board, and management is completely done by the local area in a participatory way, and the advantages are straightforwardly felt by the local area. Consequently, the job of the local area as partners is a significant component in the advancement of local area based the travel industry towns (Susfenti, 2016).

Local area based the travel industry town improvement is a town improvement action that completely includes nearby networks as partners. Officially, this local area based the travel industry improvement is an authority government strategy as suggested in the Indonesian the travel

industry standards planned by the Service of Culture and The travel industry which incorporates the accompanying standards:

1. Society as an essential power;
2. The travel industry: from individuals, by individuals, for individuals; as well as
3. The travel industry is an action of all degrees of society, while the public authority is just a facilitator of the travel industry exercises.

The development of community-based tourism villages based on the potential of tourism objects and the readiness of the community can be carried out using several strategies. The first strategy is to design several tourist facilities, for example there seems to be a souvenir shop that sells souvenirs typical of the area, both in the form of food and other handicrafts. The first strategy is designing myriad tourist facilities, one of which is a souvenir shop, intended so that tourists can get to know the local culture better. The strategy is designed not only to meet the shopping needs of tourists but also to illustrate knowledge by explaining how souvenirs or food are made.

The second strategy is to increase the ability, creativity, and competence of the community in village development through CBT principles that fully involve the community. The travel industry advancement not entirely set in stone by the equilibrium between possible assets and administrations (supply) and vacationer interest (request). Endeavors that can be made to expand the capacity and imagination of the local area are by directing preparation for nearby networks

on the most proficient method to become local area experts (guides), guides, and directors of traveler lodges, as well as preparing inhabitants to deliver handiworks which can then be utilized as trinkets ordinary of vacation destinations.

Tourism village activities with a focus on cultural concepts, of course, must be supported by the participation of the local community, in the form of understanding, assistance, and management personnel who will support the successful development of a community-based tourism village. There will be many benefits if this program is successful, with increased village tourism it will also increase village income which can then be used to develop Sukajadi Village itself. Improving community readiness and capacity is very important in CBT. Apart from being prepared with skills, the community must also be equipped with foreign language skills (English) at least passively. There must be managerial improvements so that the development of this community-based tourism village runs smoothly.

The town government as the party that is given expert in carrying out improvement at the town level should not exclusively have the option to synergize different advancement strategies with existing the travel industry improvement, yet in addition should have the option to oblige the improvement of the travel industry town as a way to work on the local area's economy and speed up town advancement.

Town people group should have the option to open themselves to untouchables

or travelers, and have the option to foster themselves with their true capacity, so the travel industry improvement can be completely empowered with great local area institutional limit and the travel industry town advancement can be used by the local area for of working on the economy and personal satisfaction. Meanwhile, the owner of capital must be able to accommodate the demands of the community and place the community as a potential that is capable of accelerating tourism development, besides that the capital owner must be able to ensure that tourism development is in line with the development program carried out by the village government. With the synergy of these three interest actors, the development of a tourist village will proceed according to common desires and goals, and provide benefits to the parties involved (Setiawan et al., 2023).

Practically speaking, the most common way of progressing from a town to a vacationer town doesn't simply occur however depends on a few hidden reasons. A few reasons energize the improvement of traveler towns, to be specific: First, part of safeguarding conventional/social qualities. Second, part of the likely improvement of normal assets, social qualities, and HR. Third, strategies to make occupations. Fourth, empower the speed increase of town advancement. Fifth, there is an outside push, for example, the exorbitant interest of the local area to see the uniqueness of the traveler objects in the town concerned. After the most common way of forming a town into a traveler town, it can give many changes to the town and

have an effect between a vacationer town and different towns.

CONCLUSIONS

From the consequences of the examination, it tends to be reasoned that the local area as the subject and object of town improvement should constantly be engaged with the most common way of imagining a traveler town, remembering that the motivation behind fostering a vacationer town isn't just to foster qualities, conventional and social qualities to turn into a vacation destination, yet in addition to further develop government assistance so the local area should assume a part and be the recipient. The improvement of a local area based the travel industry town is a methodology that offers a more noteworthy job for the local area to be engaged with the entire course of fostering a travel industry town. The improvement of a local area based the travel industry town likewise perceives the presence of the local area as an indispensable piece of the town, so the interaction executed is completely pointed toward engaging the local area and giving most extreme advantages to the local area.

There are very a few potential social the travel industry towns in the Territory of Focal Java that have been recognized. A few issues likewise emerge connected with the administration of traveler towns like the not ideal nature of HR, not yet ideal supporting offices and foundation, and limitations in advancement. These issues can be overwhelmed with the collaboration of different gatherings, not just the job of the public authority, colleges, and non-administrative associations yet in addition

all the more critically the dynamic cooperation of the nearby social the travel industry town local area.

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