

THE ROLE OF THE COMMUNITY IN MANAGING THE DONGDE VALLEY TOURISM VILLAGE IN KARANGANYAR REGENCY

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Abstrak

Dongde Valley Tourism Village is a tourist village located in Gentungan Village, Mojogedang District, Karanganyar Regency, Central Java Province. The development of this tourist village involves the role of several parties, one of which is the society who lives in the village. The role of the community is truly important because they are directly responsible for activities, maintenance, and management in managing the tourist destination area. This research aims to find out what roles are played by the community, direct participation, indirect participation, and non participation. In this study the authors used qualitative methods and data obtained through observation, interviews, and documentation related to the management of Dongde Valley Tourism Village.

Keywords: Dongde Valley Tourism Village, The Role of The Community, Territory Management.

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INTRODUCTION

The development of tourism in Indonesia, especially in Karanganyar Regency, is progressing, it can be seen from the increasing number of tourists coming to Karanganyar Regency and the number of new destinations in Karanganyar Regency. For statistical data on tourist visits to Karanganyar Regency in January to February 2018 reached 613,826 with 67 tourist destinations. Meanwhile, in 2020 in the same month, the number of visits reached 1,329,208 with 110 tourist destinations, the data was processed from the Karanganyar Regency Youth and Sports Tourism Office in 2021.

The increase in tourist visits and the development of tourism in Karanganyar is of course supported by the uniqueness of tourist destinations in Karanganyar. Apart from the natural beauty that makes tourism potential, the development of tourism must involve the role of all parties, this is very important because it is expected to be able to provide good benefits for the community around tourist destinations (Theresa et al., 2015). Not only the government plays a role as a facilitator of tourism development, but the role of the community is also very important, because the community is directly responsible for activities, maintenance, and management in managing the tourist destination area (Damanik, 2013).

Previously, the people at Gentungan Village only worked as farmers, but they realized that the income from the harvest was not effective enough to fulfill their daily needs. Then the local community began to take part as tourism actors in the village. The local community carried out tourism development by turning an ordinary village into a village developed with tourism aspects, but did not eliminate the habits of the community.

To fulfill the aspects of tourism in the village, the manager fulfills the 4A aspects (Bagyono, 2007) which are an important component in every tourist destination development such as :

A. Attraction

- Tolsa or Tol Sawah, Tolsa is a bridge that stretches over a rice field.
- Tubing Kali Kayen, Tubing Kali Kayen is a water attraction that offers a light-flow river adventure using tires.
- Omah Wedus, Omah Wedus is an educational tour in Dongde Valley Tourism Village, where tourists can learn about raising goats with a fermentation system, like making fermented feed, making compost and liquid organic fertilizer, making cages, and building effective marketing and partnerships.
- Omah Tiwul, Omah Tiwul is an educational tour package for tourists who want to learn how to make traditional food, namely Tiwul.
- Omah Brabuk, Omah Brabuk is an educational tour offered for tourists who want to learn how to process corn flour into corn rice.
- Rumah Kerajinan Tali Pet, Rumah Tali Pet is a craft house located in Dongde Valley Tourism Village, this house is called Rumah Tali Pet because the building is made of woven pet ropes and the furniture such as chairs and tables are also made of pet ropes.

- Pasar Ciplukan, Pasar Ciplukan Located in the Dongde Valley Tourism Village area, the market area used to be a dumping ground for garbage and unused waste, but after the construction of this tourist village, the area was turned into a tourist market by local residents.

B. Accessibility

Access to Dongde Valley Tourism Village can be reached using private vehicles or public transportation. For public transportation, you can take a bus from Bejen Terminal with a distance of 12km and get off at the intersection of five Mojogedang markets, then continue by taking an ojek. In addition to using the bus mode of transportation, for tourists from outside the city who use the train, can get off at the nearest station, namely Purwosari Station or Solo Balapan Station. For tourists who use airplane transportation, they can choose Adi Soemarmo Airport as the nearest airport.

C. Amenities

Supporting facilities provided for the convenience of tourists in visiting the Dongde Valley Tourism Village are quite adequate, such as Homestay, market, public restroom, mosque, parking lane, et cetera.

D. Anciliary

Dongde Valley Tourism Village is managed by the POKDARWIS (Tourism Awareness Group) institution, the establishment of this POKDARWIS as the manager of all the potential and various tourism activities in the Dongde Valley Tourism Village area, so that it can benefit the surrounding community. The potential developed is both the potential of nature, culture, cultivation products, and human resources. POKDARWIS also has a role as a coordination between the community and other parties in the tourism sector. The administrators of the Dongde Valley Tourism Village POKDARWIS often conduct evaluation and coordination at least once a month, but if they want to hold an event, a meeting will be held more often to discuss the event.

METHOD

This research was conducted using qualitative methods by conducting interviews, observations and literature studies to obtain the necessary data. The author made direct observations at Dongde Valley Tourism Village in Mojogedang District, Karanganyar Regency, from March 2021 to July 2021. The author also conducted interviews with Teguh Haryono as the head of the Destination Division of the Tourism Youth and Sports Office of Karanganyar Regency, Mulyono as the Chairperson of the POKDARWIS of Dongde Valley Tourism Village, Kholiq as a local tour guide of Dongde Valley Tourism Village, Anik Nuraeni as an independent trader at Ciplukan Market, Fajar as a

transportation service provider for Dongde Valley Tourism Village, and Nurhaemi as a tourist who was visiting Dongde Valley Tourism Village.

RESULT AND DISCUSSION

In carrying out its role, the community can participate in contributing ideas, as well as the community being able to participate in the form of labor such as gotong-royong or the implementation of activities in the field. There are forms of community participation according to Damanik and Weber which are grouped into direct participation, indirect participation, and non-participation.

In the development process at Dongde Valley Tourism Village, all communities also have their respective roles, the forms of participation carried out by the community (Gusti & Wayan, 2018) are as follows:

1. Direct Participation

a. Community as a tour guide

When tourists come to visit, people who act as tour guides have the task of guiding and providing education to tourists. The guide will accompany tourist trips, such as a tour around the village by visiting Omah Brabuk, Omah Tiwul, Omah Jamur, and others. According to the author's analysis during the research at Dongde Valley Tourism Village, the local tour guides have been quite good in carrying out their role in guiding and providing clear explanations about Dongde Valley Tourism Village to tourists.

b. Community as homestay provider

Residents' houses in Dongde Valley Tourism Village are used as homestays for tourists who visit. Tourists can stay at people's houses and tourists can participate in activities commonly carried out by local residents, such as cooking, gardening, and others. Homestay managers have provided clean and comfortable rooms equipped with adequate facilities, homestay managers also provide snacks, breakfast, lunch, and dinner for their guests.

c. Community make a tour package outbound at Tubing Kali Kayen

The community managing tour packages at Tubing Kali Kayen by making tour package prices, providing outbound activity tools, directing tourists to the tubing location, and accompanying them while playing on the boat.

d. People selling at Ciplukan Market

The people who act as traders in Ciplukan Market are independent traders and traders from the Dasa Wisma group which means 'Ten Houses', this group was created by POKDARWIS. The Dasa Wisma group jointly makes food preparations that can be sold at the market, this group also has representatives to trade at Ciplukan Market. To make transactions in this market, a coin can be exchanged at the market entrance. Traders in this market are also not allowed to use plastic.



Figure 1 : A woman selling at Ciplukan Market.
Source : Photo taken by researchers.

e. Community as parking service provider

This parking service provider has the task of regulating vehicles leaving and entering the Ciplukan Market, giving parking tickets to vehicles that will park, and collecting parking fees. Regarding this task, every week the community alternates between residents of Milir Hamlet and Pucung Hamlet to guard the parking area at Ciplukan Market.

f. Public as coin exchange officer

To conduct transactions at Ciplukan Market, it is mandatory to use coins as a means of payment. The coin exchange officer voluntarily has the task of maintaining the coin exchange booth, helping to exchange rupiah money with coins as a transaction tool, write the number of coins exchanged in a notebook, and later the traders will exchange the coins that have been obtained with rupiah money to the coin exchange officer. For one coin exchanged here is worth Rp.2000 for each coin.

g. People as souvenir food makers

This tourist village does not yet have a specialty food, but people who usually sell traditional food in the market to make them souvenirs such as getuk, jadah, or brabuk.

h. Community as a marketing and promotional force

In terms of marketing and promotion, there are some people who manage social media owned by the tourism village, they are tasked with sharing information about Dongde Valley Tourism Village to the public.

i. Society as a transportation service provider

People provide ontel bicycles for rent to tourists.



Figure 2 : Ontel bike as transportation
Source : Photo taken by researchers

j. Community as trainer

There are people who become trainers of local community resources in managing tourist destinations.

k. Community as a craft maker

In its role as a craft maker, the community has the task of making crafts that will be marketed, and can also provide education to tourists who want to learn to make crafts. The crafts made here are pet rope crafts and bamboo crafts.



Figure 3 : Craft from Tali Pet
Source : Photo taken by researchers

2. Indirect Participation

There are people who own a workshop business, in terms of tourism village development, the workshop business does not participate directly, but the workshop has a role because it is related to accessibility and transportation. For example, tourist vehicles that are damaged can be repaired at the workshop.

3. No Participation

The community is always together in carrying out development in the village. Every week, community service is held to clean the roads and keep the waterways clean, repair damage roads, and participate in maintaining cleanliness in the Dongde Valley Tourism Village. This is expected to provide mutual comfort among its citizens and for tourists visiting the Dongde Valley Tourism Village.

Everything must have a positive side and a negative side in the process of developing tourism, especially in the Dongde Valley Tourism Village, there must also be obstacles, the obstacles must be faced, among others, residents do not fully support tourism village development activities. There are some residents who are reluctant to contribute and provoke other residents not to participate in the development of tourist villages. In addition to the existence of people who provoke other residents, the level of awareness of the importance of developing tourism potential is also still low, such as there are some residents who are reluctant to make their homes as a homestay, because they have doubts if there are foreign tourists to stay at their homes.

CONCLUSION

The Dongde Valley tourist village is a pioneering tourist village, where in the past the people only worked as farmers, but after the existence of this tourist village, the community also played a role as tourism actors. The roles that the community plays are in the form of direct participation as tour guides, transportation and accommodation service providers, parking service providers, ciplukan market traders, promotion and marketing, and tubing guides. Up to indirect participation, namely acting as a maker of bamboo and rope crafts and as a manager of a workshop service business. And there is also non-/non-existent community participation, namely mutual cooperation in repairing road damage and jointly maintaining environmental cleanliness in the Dongde Valley Tourist Village area. The role and participation of the community in managing the Dongde Valley Tourist Village has been going quite well, seen from Pokdarwis as the manager of all tourism activities starting from planning, coordination, implementation, to evaluation and continuing to innovate - 62 innovations to be better and the vision and mission of the Dongde Valley Tourist Village can be realized. Apart from the role of Pokdarwis, which is no less important, is the role of all residents involved in this development, by jointly carrying out their duties as tourism actors in the Dongde Valley Tourism Village.

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