

Nature Through The Potential Development of Tourism to Increase Economic And Social Village Sepakung

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Abstract

Sepakung tourist village is a village that has a pretty good tourism potential and is a sector that spur the economy in Sub Banyubiru, excellence Sepakung the village is a tourist village that is still very beautiful area that makes a very natural tourism potential of local tourist interest. Sepakung travel planning in the village can spur other sectors such as transport, food stalls or souvenirs, and others so that the local governments will benefit in the areas associated with tourism. Sepakung tourist village located in the district Banyubiru, Semarang regency which has an opportunity to improve the life of village communities Sepakung, with the development of rural tourism is expected to make villagers Sepakung to get a good progress of the economy, which notaben Sepakung native village are farmers who have an average primary school education. But this can happen if the development and management of tourist villages Sepakung can be done well. The method used is descriptive qualitative method. Respondents in this study included 302 respondents using as a reference parcel map data retrieval and two tours as a tour manager in the capture of data collection techniques include, observations, interviews, questionnaires, study the documentation. Data were analyzed using, percentage and SWOT analysis. The results showed that (1) Village tour Sepakung did little to change people's livelihood Sepakung village. The majority of people work as farmers and laborers (2) Revenue community work in the village Sepakung average of less than one million rupiah (3) Development of a tourist village in Sepakung pretty good (4) The appeal in the village Sepakung to attract tourists is a tourist attraction (5) Measures for the development of tourist villages in Sepakung quite. The contribution made by local authorities make people more enthusiastic to develop the potential of the village.

Keywords: *potential for tourism, rural tourism socio economic*

Abstrak

Desa wisata Sepakung merupakan suatu desa yang memiliki potensi wisata yang cukup baik dan merupakan suatu sector yang memacu perekonomian di kecamatan Banyubiru, keunggulan desa Sepakung yang menjadi desa wisata adalah wilayahnya yang masih sangat asri yang menjadikan potensi wisata alam yang sangat diminati turis local. dengan adanya pengembangan desa wisata diharapkan dapat menjadikan warga desa Sepakung untuk mendapatkan progress yang baik dari sector ekonomi, yang notaben warga asli desa Sepakung adalah petani yang memiliki pendidikan rata-rata Sekolah Dasar. Namun hal ini dapat terjadi apabila pengembangan dan pengelolaan desa wisata Sepakung dapat terlaksana dengan baik. Metode penelitian yang digunakan adalah metode deskriptif kualitatif. Responden dalam penelitian ini meliputi 302 responden dengan menggunakan peta persil sebagai acuan pengambilan data dan 4 wisata sebagai pengelola wisata yang di ambil dengan teknik pengumpulan data meliputi, observasi, wawancara, kuisioner, studi dokumentasi . Teknik analisis data menggunakan, presentase dan analisis SWOT. Hasil penelitian menunjukan bahwa (1) desa wisata Sepakung tidak banyak mengubah mata pencaharian masyarakat Desa Sepakung. Mayoritas masyarakat bekerja sebagai petani dan buruh (2) pendapatan pekerjaan masyarakat di Desa Sepakung rata rata kurang dari satu juta

rupiah (3) pengembangan desa wisata di Sepakung cukup baik (4) daya tarik yang ada di Desa Sepakung untuk menarik para wisatawan adalah objek wisata (5) upaya untuk pengembangan desa wisata yang ada di Sepakung terbilang cukup. Adanya kontribusi yang dilakukan oleh pemerintah setempat membuat masyarakat semakin antusias untuk mengembangkan potensi yang dimiliki desa tersebut.

Kata Kunci : *Potensi Wisata, Sosial Ekonomi, Desa Wisata*

1. INTRODUCTION

Sepakung is one village in the district Banyubiru, Semarang regency. Sepakung village appointed by the government into a tourist village in 2015, then in 2016 was held dissemination to local communities about the tourist village to develop the natural potential through tourism. Their tourist village community to start cooperation with the PERHUTANI attraction to open in order to improve the social and economic aspects of society. Attractions that have opened and inaugurated will be managed by the community, but only the people who reside in the surrounding attractions that manage them. This is because some of the first things, from the geography of the village, the second of settlement patterns, three village accessibility. Geography Sepakung village in the mountains make the population settlement patterns follow the pattern of settlement spread in some areas. Settlement pattern makes the distance between hamlets spread quite far, about 5-7 km. Influence of morphological factors such village, inter-village make less than optimal accessibility in its development.

The reason why only people around the attractions that manage tourism raises new problems in the village Sepakung. The problems that arise are economic inequality between the villagers of Sepakung top and bottom. The village community's economy Sepakung on increased because their sights are opened, while the economy of the villagers under the still the same Sepakung not increased. This certainly raises the social gap between the villagers of Sepakung.

This study is intended to help people maximize the potential of nature in the village of Sepakung to improve the social and economic aspects Sepakung Village community. Natural potential that exists in the village Sepakung can not only be used as a tourist attraction however, existing natural potential of its natural resources can be taken to make traditional foods and handicrafts that could be sold at a tourist attraction that helps the community's economy away from tourism.

Natural potential that exists in the village Sepakung should be maximized to meet the needs of the local community, this potential should be well managed in order to gain the maximum benefit. According Prihati (2017), the natural resources are developed into tourism resources are as follows:

1. The geographic location. It relates to the spatial characteristics that determine the conditions related to some other variable.
2. Iklim and weather. Determined by latitude and elevation measured from sea level, land, mountains, and so on.
3. Topography and landforms. The general shape of the surface of the earth and the earth's surface structure that makes some geographical area into a unique landscape.
4. Surface materials. Regarding the nature and variety of materials that make up the earth's surface.
5. Water. Water holds a very important role in determining the type and level of outdoor recreation.
6. Vegetation. Vegetation refers to the whole plant life that covers a specific area.
7. Fauna. Various animals contribute significantly to the tourism activity both seen from the side of consumption and non-consumption.

Management of natural resources and effective in accordance with the benefits will make this potential can be developed more for the long term. Tourism management must refer to the value of the natural environment, community, and social values that allow tourists to enjoy tourist activities as well as beneficial to the welfare of society. According to Rimsky (2017) and Krutwaysho (2003) states that tourism management can play a strategic role for the following functions:

1. Protection of natural resources and the environment.
Tourism development will be followed by resource degradation caused by the growth and development. If tourism is well managed, should be able to provide for the economic social protection of natural resources and the environment.
2. Economic sustainability.
The development of tourism can provide economic benefits to local communities that are expected to create a distribution of income and economic resources to be better.
3. Increased cultural integrity
Ecological aspects of tourism implies a reciprocal relationship between tourists and local communities involving cultural dialogue based on respect for the existence and integrity of the individual.
4. The value of education and learning
Understanding and awareness can only be achieved through the process of planting the values and norms through education and learning.

2. METHOD

This type of research is descriptive qualitative research methods. Qualitative research is a scientific research, aiming to understand a phenomenon in the social context naturally by promoting the interaction between research in-depth communication with the phenomenon under study Dailiati (2018) Harto (2019). Descriptive method is a method used to describe or analyze the results of the study but not used for make broader conclusions.

In this study, researchers tried to discover and describe the potential of nature to improve the socio-economic in the village Sepakung the form of physical and non-physical potential. By paying attention to the potential to determine the direction of development, prospects for the future, as well as its support to the Tourism Village Sepakung.

This study is a qualitative research, this study used an interactive model. Qualitative analysis process, there are four main components that must be thoroughly understood by every qualitative researcher. Four main components of the analysis is the collection of data, which collects data in the study area by observation, interview and record the document to determine the data collection strategies are deemed appropriate and determine the focus and depth of data in the data collection process next (Mulyadi, 2019). Secondly, the reduction of data that can be interpreted as the selection process, focusing, abstraction, and the transformation of raw data in the field of direct and forwarded at the time of data collection. Therefore, data reduction starting researchers focused on the conceptual framework of the research area (Sutopo, 2006). Third, data presentation is the number of data or information that is structured and gives the possibilities of their conclusion and further action. Presentation of data used researchers to gain an understanding of what is happening and what to do next. Fourth, the conclusion is the final step in the preparation of a report. This study presenting data using a frequency distribution table in the form of answers to the surrounding community and tourist attraction manager. Presentation of data used researchers to gain an understanding of what is happening and what to do next. Fourth, the conclusion is the final step in the preparation of a report.

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3. FINDING AND DISCUSSION

Results of research on the analysis of the impact of the tourist village on the socioeconomic Village Sepakung, District Banyubiru, Semarang regency is divided into several things, namely, people's livelihood, income community work, development of rural tourism, the impact of tourist villages on the accessibility, attractiveness of the tourist village, and efforts for the development of rural tourism.

Table Development of Heritage Village Sepakung

characteristics	Gumuk reco	Cemoro sewu
for involving the community	Socialization rural tourism development comes from the aspirations of the people who followed up by the local government and aided directly by the perhutani	
Contributions government	<ul style="list-style-type: none"> Perhutani party establishment to give permission attractions in lands under the direct supervision of government and forestry. Management Attraction surrender completely to the surrounding community the government contributes to develop attractions and improve other supporting facilities 	less use their surrounding communities attractions.
The uniqueness of the location	Panorama of nature and completeness of supporting facilities	Lush pine forests
environmental sustainability	Starting formation of waste management to preserve the environment	Surrounding environment still awake its beauty
management development	Every employee who works at the attraction get training potential to develop existing potential to be more advanced	Employees working in the attraction less socialization and less handling of the government

First, not many tourist village Sepakung change people's livelihood Sepakung village. The majority of people work as farmers and laborers, as seen from the village of Sepakung geography

consisting of mountains and valleys, making the local community utilize it to open farmland or plantations, in order to meet daily needs. Conducted livelihood of people living around the attractions are a manager of the attractions, souvenir vendors, hawkers, start eateries, attractions tenant services, and motorcycle taxis. The reason why only people around the attractions are switched livelihood, due to geographical conditions that led Sepakung village settlements in the village Sepakung follow a radial pattern (spread). This makes communities far from the attractions difficult to switch livelihood. In addition, no less than society itself chooses to wander out of town.

Second, job income people in the village Sepakung average less than one million. Level of welfare can be seen from the economic aspect, namely revenue. Average - Average income in the village Sepakung less than one million rupiah for the people's livelihood as farmers and laborers. Often people's income is not sufficient to meet the daily needs - day because not every day people get an income. Because the pen acquired a little, a lot of people prefer debt to be able to make ends meet. As for the income groups more than one million are people who go abroad or have their own business, such as traders and opened a store.

Third, development of rural tourism in Sepakung pretty good. The development of rural tourism in the beginning only one or two attractions, but there are a few intervals passed attraction that opened in the village of Sepakung. Attraction opened for starting of attractions Cemoro Sewu, Gumuk Reco, Ariwulan Spring, Waterfall Goa Semar, and Bukit Klarasan.

Cemoro Sewu attraction opened in 2017, here the tourists are presented with a natural panorama spruce and can see the appearance of the village - the village under the Village Sepakung. In the development of attractions Cemoro Sewu gradually deserted the end, because of the competition with dunes Reco attraction in terms of facilities and promotion. The competition for attraction facilities as well as lack of funds to create new facilities or improve the old facility. Then less structured management of Attraction in the making poor management, it is mentioned that there are youth organizations but not run well, not a lot of youth who wander out of town.

Attractions Gumuk Reco opened approximately three months after the attraction opened Cemoro Sewu. Attractions Gumuk Reco more advanced than Cemoro Sewu because of facilities, promotions, and also with good management. Every few months there must be an update to the facility mainly spot photos and rides his game, for own promotion is done by social media held by the youth, the manager at this attraction is also structured. In terms of management, the manager working with PERHUTANI to advance this attraction, so that there is a contribution given of attraction for local government revenue. Revenues earned in the tourist attraction will be divided 25% to PERHUTANI and the rest for the introduction of the village and to the tourist attraction.

Fourth, the attraction in the village Sepakung to attract tourists is a tourist attraction. Attractions offered in this tourist village is a natural tourist attraction which presents a beautiful natural scenery and the natural conditions are still green which is very desirable for the refreshing of everyday activities. In addition to tourist objects, while the typical food in the village Sepakung, such as rice corn, gendar, and gerasih. The typical food is usually offered in a stall - stall bvdi existing attractions. The village also has a cultural Sepakung like Qhosidah, to enliven the event - the Islamic religious tradition in the village, each town must have Qhosidah group individually. There was also Reog and Ludruk, this art is usually performed to welcome the harvest is great and custom events are great as well.

Fifth, efforts for the development of tourist villages in Sepakung quite. According to other experts, Moenir (Serfianus, 2014), suggests that public service is an activity that is carried out by individuals or groups that rests on the existence of material ends with the system, or through a procedure and a certain method in an attempt to meet the interests of others in accordance with their rights, One is about customer satisfaction (which in this case the rating) in the public service is the

most important. So that the rights in accordance with what you want it to be fulfilled in the best possible way. Of course to be able to perform services to tourists in the best way, at least there are three main points to note are adaptability, productivity, and better job

satisfaction for workers or for customers. Job satisfaction is an emotional state that is pleasant or unpleasant for both sides. Factors affecting the development of tourism in the village Sepakung.

1. The attractions that are well known and known by the outside community
2. The role of local government and surrounding communities
3. Easy coordination with relevant parties

Factors inhibiting the development of tourism in the village Sepakung.

1. The geographical position of Attraction
2. Absence of public transport
3. The lack of public knowledge about the management of Attraction

The contribution made by local authorities make people more enthusiastic to develop the potential of the village. Rural tourism development starting with the existing facilities at the attraction and to the attractions. Amenities at the object should always be renewal every few months, to attract visitors to come back to the tourist attraction. Attraction towards facilities such as access roads must be repaired if damaged so that visitors feel comfortable when heading to a tourist attraction, ditambahnya street lighting and signs - road signs.

4. CONCLUSION

The conclusion of the analysis of the impact of the tourist village on the socioeconomic conditions of the villagers Sepakung, Banyubiru subdistrict, Semarang regency is the impact of rural tourism in the village was not thorough economic Sepakung. Impact tourist village is only felt by people living near the attraction, because these people are switching livelihood into good food vendor stalls or not, tenant services attractions, tenant motorcycle taxi transport services, and a manager of the attraction. This would certainly change the existing economic conditions around the attraction, but for people who do not live close to the attractions do not feel a significant effect on economic conditions. The reason why only people around the attractions that manage, this is because some of the geography of the village, settlement patterns, and accessibility of the village. Geography Sepakung village in the mountains make the population settlement patterns follow the pattern of settlement spread in some areas. Settlement pattern makes the distance between hamlets spread quite far, about 5-7 km. Influence of morphological factors such village, inter-village make less than optimal accessibility in its development.

The social impact in the village Sepakung after their village did not travel much. The majority of people are very supportive if Sepakung village into a tourist village, because they felt that their village become better known and will be many people who will come to visit their village. Village Community Sepakung very friendly to the visitors or the tourist village - new people, look at the time we conducted research to great public acclaim. In addition, a sense of family in the village is still very strong, proven when we do research on Sunday, people were carrying out voluntary work to clean the village. Besides socio-economic impact related to the tourist village is the accessibility to the village Sepakung or be a good tourist attraction, many roads are repaired, gave signs - road signs to the attractions. The economic impact of tourism village Sepakung did little to change people's livelihood Sepakung village. The majority of people work as farmers and laborers, as seen from the village of Sepakung geography consisting of mountains and valleys, making the local community utilize it to open farmland or plantations, in order to meet the daily needs of the

economy. Conducted livelihood of people living around the attractions are a manager of the attractions, souvenir vendors, hawkers, start eateries, attractions tenant services, and motorcycle taxis. The reason why only people around the attractions are switched livelihood, due to geographical conditions that led Sepakung village settlements in the village Sepakung follow a radial pattern (spread). This makes communities far from the attractions difficult to switch livelihood. In addition, no less than society itself chooses to wander out of town.

5. SUGGESTION

Advice we can give is to dig deeper into the potential - both natural and human potential. to improve the economic conditions of the local community, because there are still many people's economic condition is not good. Attractions that make their village into a tourist village Sepakung should be mensejahaterakan communities around the attractions as well as not so good economic conditions of society as a whole. One way you can try to promote the local economy away from the attraction is every one hamlet to create a craft or special food that can be sold in the tourist attraction. With this will indirectly increase the income of cash hamlet also create new job opportunities.

Semarang District Government needs to improve public services in tourist areas such as cleanliness, comfort, and services so as to increase the number of tourists. Because this time the public facilities in the village Sepakung tourist places not so good. In addition, if the number of tourists to increase from year to year, it is expected to increase tourism revenue as well. To support the development of tourism, accessibility to get to the object and tourist attraction located at Village Tourism Sepakung need to be improved. Utilization of information technology also needs to be improved to introduce and promote the potential of travel to the wider community. In addition to introducing to the general public.

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