

## LOCAL COMMUNITY PERCEPTIONS OF THE SOCIAL IMPACT OF TOURISM DEVELOPMENT IN KEMIREN VILLAGE, GLAGAH DISTRICT, BANYUWANGI REGENCY

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### ABSTRACT

The development of global tourism in recent decades has received exclusive attention from a number of government elites and continues to experience significant growth. Analyze tourism development in Kemiren Village based on tourism components (4A - *attraction, accessibility, amenities, and ancillaries*). The type of research that will be used is qualitative descriptive research. Descriptive research is research that is carried out to determine the value of independent variables, either one or more variables (independent) without making comparisons, or linking with other variables. The forest was cleared to be used as a village of Kemiren Village and led by a Village Head named Marjana alias Walik. Kemiren Village still shows a socio-cultural life system that carries the traditional values of Osing. Kemiren Village was designated as a tourist area for the Osing traditional village by the Governor of East Java Basofi Sudirman. The conclusion is that tourism development in Kemiren Village has fulfilled all components of tourism, namely *attraction, accessibility, amenities, and ancillaries* (4A). *Attractions* or attractions in Kemiren Village are developed from their main potential, namely from the socio-cultural aspect in the form of customs that are still strongly embraced among the community.

**Keywords:** *tourism, 4A, kemiren village*

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### INTRODUCTION

The development of global tourism in recent decades has received exclusive attention from a number of government elites and continues to experience significant growth (Scheyvens & Momsen, 2008). Tourism activities that were initially considered less prospective have transformed into vital sectors in encouraging a country's economic growth (Jones et al., 2017). In fact, the existence of tourism has been recognized as one of the largest economic sectors with the fastest development in the world (Siti-Nabiha & Saad, 2015). According to Arjana (2016), this happens because tourism in this modernization era is not only used to meet the needs of fun for tourists but also able to cause economic, social and cultural activities.

In addition, the tourism sector also has a *multiplier effect* that contributes importantly to supporting the development of a country/region as well as being a driving force for other sectors. So that tourism can be relied on as a source of state income, open business opportunities, support the growth of the private sector, encourage exports, stimulate infrastructure development, cultural diplomacy, improve community welfare, and so on (Dwi & Subekti, 2017; Kurniawan et al., 2017). According to Jacob (2019), the contribution of the tourism sector is manifested in various forms, such as tax revenues, job creation, state income from foreign currency, growth in the value of investments, and others.

Tourism activities that develop in one country/region are able to create demand for consumption and investment which in turn will encourage the creation of production activities for goods and services (Hojeghan & Esfangareh, 2011). This is certainly based on the needs

of tourists during tourist trips which cause demand for goods and services as a new business opportunity in a destination. To meet this demand, investment activities are also carried out in various fields, such as lodging transportation, restaurant accommodation, the handicraft industry, tourist attractions, entertainment centers, and so on (Yakub, 2019). It is not surprising that nowadays tourism development is increasingly being carried out in various countries to create prospective new economic activities in escalating the national economy, including Indonesia (Triska, 2019).

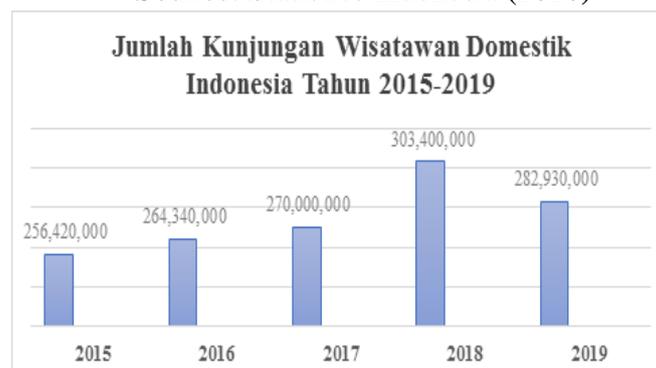
In 2015, the Government of Indonesia designated tourism as one of the seven national strategic issues in the 2015-2019 National Medium-Term Development Plan (RPJMDN) document. Tourism is grouped in the category of leading sector development dimensions along with the food sovereignty, energy-electricity sovereignty, and sovereignty-maritime sectors (Ollivaud & Haxton, 2019).

In the relatively short term, the development and development of Indonesian tourism have experienced significant growth (Malahayati et al., 2021). This is reflected in the growth in the level of domestic and foreign tourist visits to Indonesia which tends to increased since 2015-2019. In the early days of tourism development as a leading sector in Indonesia, the number of foreign tourists reached 10.23 million visits while domestic tourists amounted to 256.42 million visits. In 2019, this figure increased to 16.11 million foreign tourist visits with the number of domestic tourists reaching 282.93 million visits This figure represents a presentation of foreign tourist growth of 12% and 2% domestic tourists. The data on tourist visits to Indonesia can be seen in Figures 1.1 and 1.2 below.



**Figure 1. 1 Number of Foreign Tourist Visits to Indonesia in 2015-2019**

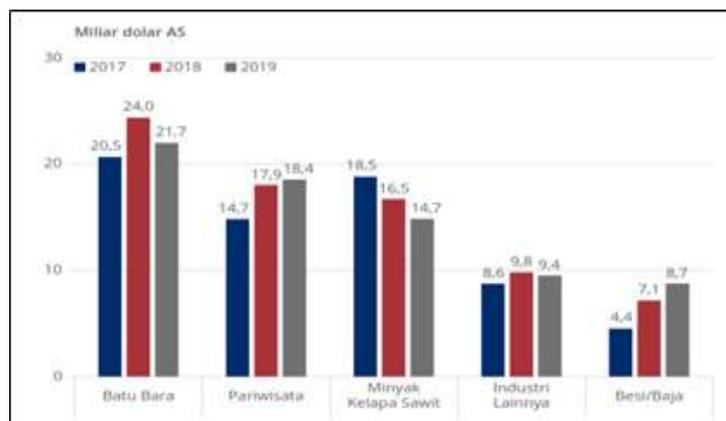
**Source:** Statistics Indonesia (2020)



**Figure 1. 2 Number of Indonesian Domestic Tourist Visits in 2015-2019**

**Source:** Statistics Indonesia (2020)

In addition to the escalation of tourist visitation rates, the success of tourism as a leading sector in Indonesia is also reflected through the contribution of this sector to the growth of the country's foreign exchange receipts which has continued to increase since 2014-2019 with an average annual value of 14.5 billion US dollars. This encourages the tourism sector as the largest contributor to the country's foreign exchange receipts from service exports in 2019 with a contribution of 54%. The tourism sector has also succeeded in shifting the position of a number of export commodities that are experiencing contraction. The improving tourism performance has pushed this sector to become the second largest contributor in Indonesia in the country's foreign exchange receipts after coal as can be seen in Figure 1.3.



**Figure 1. 3 Sectors Contributing the Highest Foreign Exchange in Indonesia**

**Source:** Bank Indonesia (2020)

According to a report by the World Travel and Tourism Council (2020), in 2019, the tourism sector contributed to Indonesia's Gross Domestic Product by 5.9%, or worth 64.7 billion US dollars. This sector also absorbs 13.18 million workers in Indonesia, this figure is equivalent to 10.1% of the total national workforce. Observing these facts, it is not surprising that the tourism sector is considered very the potential to support the acceleration of transformation and strengthen the national economic structure because it experiences growth that tends to increase.

In the last 5 (five) years, the development of the number of foreign and domestic tourists to Banyuwangi Regency has increased significantly. In 2015, the number of domestic tourist visits was only 1,727,958 people while foreign tourists were 45,569. In 2019, the figure increased to 5,307,054 domestic tourist visits and 101,622 foreign tourists. This indicates a growth of 32.4% of domestic tourist visits and 36.56% of foreign tourists in 2019. The following Table 1.3 will show the level of tourist visits in Banyuwangi Regency in 2014-2019.

**Table 1. 1 Number of Banyuwangi Tourists in 2015-20191**  
Source: Banyuwangi Regency Culture and Tourism Office, 2020

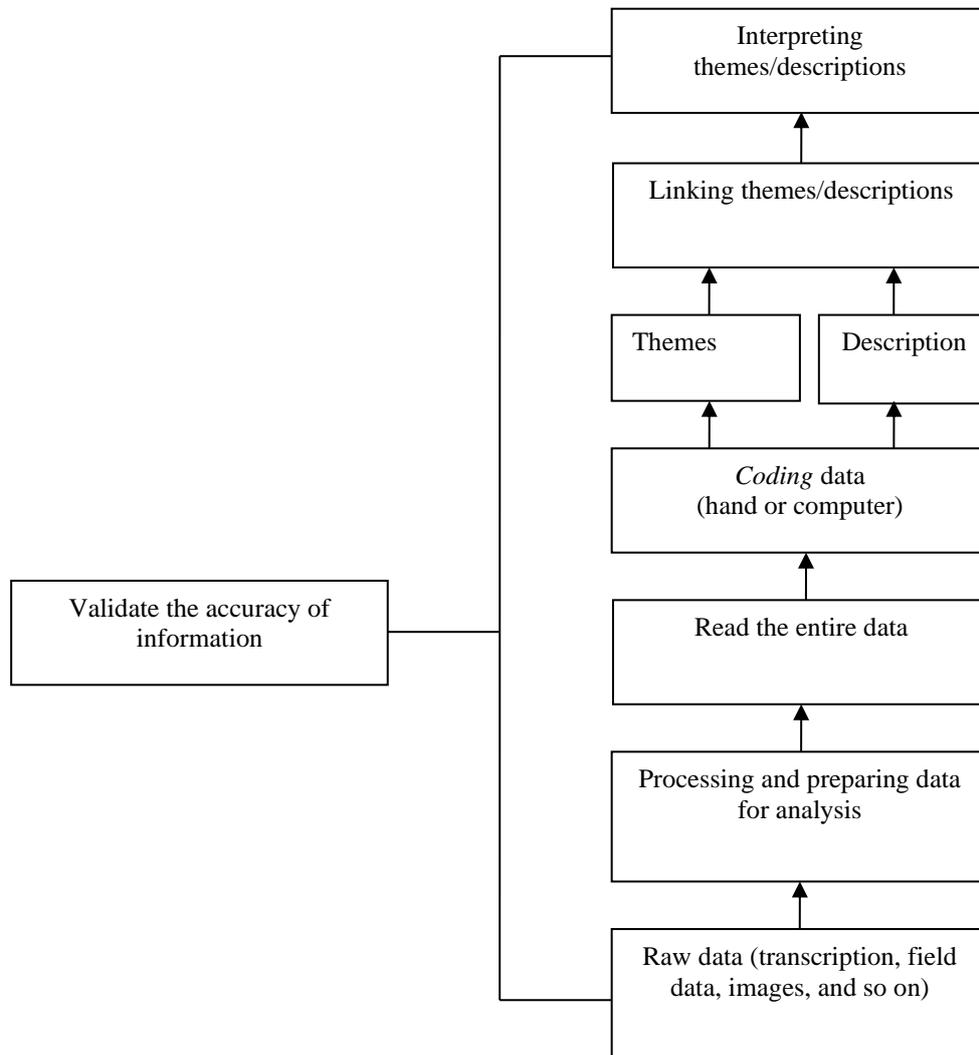
Year	Tourist Visits		Total
	Domestic	Foreign	
2015	1.727.958	45.569	1.773.527
2016	4.022.449	77.139	4.099.588
2017	4.832.999	98.970	4.931.969
2018	5.200.000	127.420	5.327.420
2019	5.307.054	101.622	5.408.676

The purpose of this study is to analyze tourism development in Kemiren Village based on tourism components (4A - attractions, accessibility, amenities, and ancillaries). Describes the social perspective of the community towards the tourism development of Kemiren Village. Recommend social carrying capacity for sustainable development based on the results of the analysis of the community's social perspective on the tourism development of Kemiren Village. Hasil this research is expected to be able to add scientific studies related to the social carrying capacity of tourism destinations in tourism science as well as contribute, namely complementing library references of the Faculty of Administrative Sciences and the Central Library of Universitas Brawijaya Malang. Through the results of this study, it is hoped that it can provide benefits by enriching existing theories related to the social carrying capacity of tourism destinations that experience an increase in the number of tourist visits and are not controlled will cause new problems at the location of tourist attractions.

## **METHOD**

The type of research that will be used is qualitative descriptive research. Descriptive research is research conducted to determine the value of independent variables, either one or more variables (*independent*) without making comparisons, or linking with other variables (Sugiyono, 2012). Another definition, descriptive research is a research method aimed at describing existing phenomena, which took place in the present or past (Sukmadinata, 2005). Descriptive research is characterized by an effort to find out the condition of something, be it in the form of a situation or situation, the quality or quality of a person's performance, or the relationship between two conditions in the form of a relationship or comparison. The types of data used in this study are primary and secondary data. The data collected in this study consists of two types, namely primary data and secondary data (Riska & Hapsari, 2021). The first is primary data, this data is in the form of interview texts and obtained through interviews with informants in the study. Data can be recorded or recorded by researchers. The next data analysis technique used in this study is SWOT analysis. As a concept in strategic management, SWOT analysis emphasizes the assessment of the external and internal environment (Syaaf et al.,

2023). This analysis is based on a logic that can maximize strengths and *opportunities* but minimize weaknesses and threats. In this study, the SWOT analysis technique was used to formulate recommendations for social carrying capacity for the sustainable development of Kemiren Village tourism.



**Figure 4. 1 Data Analysis in Qualitative Research1**

Source: Creswell (2017)

## RESULTS AND DISCUSSION

Administratively, Kemiren Village is a village in Glagah District, Banyuwangi Regency, East Java Province. Geographically, Kemiren Village has an area of 117,052, both sides of which are bordered by two rivers, namely the Gullung River and the Sobo River along 3 km from west to east. Kemiren Village on the East side is connected to the center of Banyuwangi Regency and Tamansuruh Baths. The West Side of Kemiren Village is connected to the Kalibendo plantation. The following are the boundaries of Kemiren Village: $m^2$

North: Jambesari Village, Giri District

South: Olehsari Village, Glagah District

West: Tamansuruh Village, Glagah District

East: Banjarsari Subdistrict, Glagah District

The North Boundary is bounded by the Gullung River and plantations, as well as farmland partly owned by the residents of Kemiren Village. To the South, it is bordered by the Sobo river and farmland. The western boundary is the gate and agricultural land, and the eastern boundary is the plantations and houses of the residents of Kemiren Village and Banjarsari Village.

Kemiren village is located at an altitude of 187m above sea level, classified as having a low topography with rainfall of 1500mm/year. The highest rainfall is in December and the lowest in March. Average air temperatures range from 20-24°C. The condition of soil surface in Kemiren Village is an undulating plain with clay types that are overgrown with the majority of rice and palawija plants. The water source in Kemiren Village that is used for daily use is rivers, wells, and HIPAM then for agricultural land is technical irrigation. Table 5.1. indicates that the area in Kemiren Village is divided based on its use. Most of the land in Kemiren Village is a rice field area of 103 ha/m<sup>2</sup>

**Table 5. 1 Area and Function of Kemiren Village1**

<b>Land use</b>	<b>Land</b>
Area of settlement	27,494 ha/m <sup>2</sup>
Area of rice fields	103 ha/m <sup>2</sup>
Plantation area	1.17 ha/m <sup>2</sup>
Area of tomb land	0.7 ha/m <sup>2</sup>
Area of moor	35,745 ha/m <sup>2</sup>
Field land area	0.3 ha/m <sup>2</sup>
Office area	0.04 ha/m <sup>2</sup>
Other public infrastructure areas	8,068 ha/m <sup>2</sup>
<b>Total area</b>	<b>177,052 ha/m<sup>2</sup></b>

**Source:** Kemiren Village Monograph (2018)

The naming of Kemiren Village comes from its history when it was first discovered, the village which is still a forest there are many pecan trees and durians. Since then the area has been called Kemiren Village. Kemiren Village was born in the 1830s, starting from a stretch of green rice fields and forests owned by the residents of Cungking Village which became the forerunner of the Osing community in Banyuwangi. The forest was cleared to be used as a village of Kemiren Village and led by a Village Head named Marjana alias Walik. Kemiren Village still shows a socio-cultural life system that carries the traditional values of Osing. Kemiren Village was designated as a tourist area for the Osing traditional village by the Governor of East Java Basofi Sudirman.

Osing is one of the ethnic communities located in the Banyuwangi area, in a wider scope Osing is one of the sub-ethnic parts of Java. In the map of the Javanese cultural area, Osing is part of the *Sabrang Wetan* region which developed on the eastern tip of Java Island. The Osing people are a society descended from the remaining Hindu kingdom of Blambangan and have

different customs, cultures, and languages. Kemiren Village which is designated as Osing Village as well as a cultural heritage to preserve it.

Based on BPS data from Glagah District in Figures (2022), the population of Kemiren Village consists of 1,242 men and 1336 women with a total of 2,578 residents. The percentage of the population of Kemiren Village compared to other villages/kelurahan is 3.83 percent of the total population in Glagah District. The population density of Kemiren Village is 868 inhabitants per km<sup>2</sup>. Based on their ethnicity, the population of Kemiren Village consists of 2,543 people who are Osing people, 23 Javanese, 2 Madurese, and 1 Balinese.

Glagah Subdistrict in Figures (2022) shows the main occupation of the community in the Glagah District. The people of Kemiren Village have a livelihood mostly from agriculture with a total of 398 people. In addition, the people of Kemiren Village also work in the fields of services (259 people), trade (257 people), industry (99 people), transportation (34 people), and others (216 people). The large amount of land that functions as rice fields is a supporting factor that makes the agricultural profession the dominant one in the Kemiren Village community.

#### **Kemiren Village Tourism Development based on Tourism Component (4A)**

This study aims to analyze the tourism potential and tourism development strategy of Kemiren Village in order to have a positive impact on local communities in Kemiren Village, especially social impacts. Tourism development in an area requires meeting needs and services that support the sustainability of tourism. According to Cooper (2008), tourist destinations must be supported by four main components, namely *attraction*, *accessibility*, *amenities*, and *ancillary*. Using qualitative descriptive data analysis, this study identified the tourism development of Kemiren Village from the four components of tourism.

#### ***Attraction Component in Kemiren Village Tourism Development***

The attraction component is the natural, cultural, and special aspects of attractions that are used as the attraction of a destination. An area will cultivate and develop its potential to be used as an attraction. The results of this study identified that Kemiren Village has eight types of *attractions* offered to tourists, including rice field education, coffee roasting, traditional cooking, learning traditional dance, learning traditional music, learning batik, festivals, and osing tribal traditional houses. The attractions offered by Kemiren Village can be classified into two types of attractions, namely nature and culture-based attractions (see Table 5.2.).

The first attraction offered by Kemiren Village is an educational tour of rice fields. Based on existing land use data, an area of 103 hectares of Kemiren Village area is rice fields (Kemiren Village Office, 2016). In addition, 398 of the 1263 (31%) residents of Kemiren Village have main jobs in agriculture (BPS, 2016). The landscape of Kemiren Village is dominated by agricultural land. These conditions are used as capital or sources of tourism (*tourism resources*) and developed into tourist attractions in the form of rice field educational tourism.

Farming is part of the daily life of the locals in Kemiren Village. The daily life is offered to be part of the visitor's travel experience with a package of *trekking*, rice planting, and plowing rice activities at a rate of Rp500,000 per tourist, the minimum number of participants is one person and the maximum is 20 people.



**Figure 5. 1 Rice Field in Kemiren Village1**

**Source:** Researcher Documentation (2022)

The second form of *attraction* offered in Kemiren Village is coffee roasting tour. Kemiren Village has MSMEs that process, package, and market coffee as its superior product, namely Jaran Goyang Coffee UKM. Although the coffee beans do not come from Kemiren Village, Kemiren Village offers the process of roasting coffee with traditional methods as one of the activities for tourists to enjoy. Coffee roasting tour packages are charged Rp30,000 per tourist, with a minimum of 25 participants and a maximum of 50 participants.



**Figure 5. 2 Learning Locations to Roast Coffee2**

**Source:** Researcher Documentation (2022)

The third attraction is traditional cooking. Kemiren Village as a traditional tourist village that carries Osing culture as its main attraction, has traditional culinary menus along with cooking methods that are still in accordance with tradition. The menu offered to learn how to cook it by tourists is Pecel Pitik. To take part in the tour package per person, a tariff of IDR 30,000 is charged with a minimum of 25 participants and a maximum of 50 participants. Pecel

Pitik as a traditional menu is also used as the main menu at food stalls in Kemiren Village, namely Pesantogan Kemangi, Warung Semanggi, Warung Kemiren, Warung Dawisah, and Warung Sapu Jagad.



**Figure 5. 4 Traditional Cuisine of Kemiren Pecel Pitik Village3**

**Source:** Researcher Documentation (2022)

Another cultural potential that is the fourth and fifth attraction in Kemiren Village is dance tourism and traditional musical instruments. There are two different tour packages. Traditional dance learning tour packages are marketed at a price of Rp25,000 per participant with a minimum number of 25 participants and a maximum of 50 participants. There are three types of traditional dance offered to be learned in Kemiren Village, namely Gandrung Dance, Jaran Goyang Dance, and Barong Parade Dance.



**Figure 5. 5 Sopo Ngiro Dance Studio Temu Misti4**

**Source:** Researcher Documentation (2022)

Dance tourism attractions are developed from the potential of the local community of Kemiren Village, namely the maestro and conservationist of Gandrung Terop Ibu Temu Misti and her dance studio named Sopo Ngiro. In this dance tour package, Kemiren Village also offers special classes to learn the three dances in more depth, this package is charged a fee of Rp. 1,500,000 to Rp. 3,000,000, - depending on the number of dances learned. Then for

traditional music learning tours, the tariff per person is IDR 25,000 with a minimum of 25 participants and a maximum of 50 people.



**Figure 5. 6 Lesung Music Performances5**

**Source:** Researcher Documentation (2022)

*The sixth attraction offered by Kemiren Village is the process of learning batik, at a rate of Rp. 50,000, - and the number of participants of 25-50 tourists can learn and participate in batik with the typical motifs of the Osing custom. Batik is a popular souvenir that is an attraction of many regions in Indonesia. Kemiren Village packages their signature batik in addition to selling batik products in the gallery, namely by making educational tour packages so that tourists can learn the technique of drawing batik motifs typical of the Osing custom. So that tourists can get a more personalized experience as well as souvenirs.*



**Figure 5. 7 Kemiren Village Batik Gallery6**

**Source:** Researcher Documentation (2022)

*The seventh attraction is an event. Kemiren Village offers four different events that are a special attraction for tourists, namely Barong Ider Bumi which is held every 2nd of Syawal, Tumpeng Sewu which is held in the month of Dzulhijjah, Ngopi Festival which is held in October, and Mocoan Lontar which is held every Wednesday night. The Barong Ider Bumi*

event, Tumpeng Sewu, and the Kemiren Village Ngopi Festival, it can accommodate a maximum of 3000 tourists. The existence of these cultural events is an iconic attraction belonging to Kemiren Village and can attract a large number of tourists.



**Figure 5. 8 Tumpeng Sewu7**

**Source:** Researcher Documentation (2022)



**Figure 5. 9 Mocoan Lontar8**

**Source:** Researcher Documentation (2022)

Kemiren Village as a village that still upholds traditional sustainability makes these characteristics a potential that is put forward for the development of tourism attractions.

Finally, the eighth attraction is the Osing traditional house. The rehabilitation of Osing traditional houses has strengthened the attraction of Kemiren Village as a traditional tourist village. Osing's traditional house has the form of a building of philosophical value. The shape of the house includes a four-roofed tikel house that symbolizes that the occupants are steady, a crocogan or two-roofed house which means that the occupants are families that have just built a household and/or a family whose economy is relatively low, and a baresan or three-roofed house that symbolizes that the owner is materially established under the tikel shape house.



**Figure 5. 10 Traditional Houses of the Osing Tribe<sup>9</sup>**  
**Source:** Researcher Documentation (2022)

### ***Amenities Component in Kemiren Village Tourism Development***

Amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations (Suwena, 2017). Based on the results of this study, it was found that from 2015 to 2022 there were several facilities and facilities built in Kemiren Village. Table 5.5. shows the facilities and facilities built to support tourism in Kemiren Village and the parties who contribute to its development. The existence of tourism support facilities and facilities in Kemiren Village is in good condition and quite complete. The main amenities owned by Kemiren Village are accommodations in the form of homestays and guesthouses.

Standard homestays with a rate of IDR 125,000 to IDR 275,000 per person in Kemiren Village are able to receive as many as 80 guests, and guesthouses with a rate of IDR 350,000 per person have a maximum occupancy of 10.

### **CONCLUSION**

Tourism development in Kemiren Village has fulfilled all components of tourism, namely *attraction, accessibility, amenities, and ancillaries* (4A). *Attractions* or attractions in Kemiren Village are developed from their main potential, namely from the socio-cultural aspect in the form of customs that are still strongly embraced among the community. *Accessibility* or accessibility to Kemiren Village is in good condition and makes Kemiren Village easy to reach by tourists. *The amenities* or amenities owned by Kemiren Village are quite complete to support tourism activities and meet the needs of visiting tourists. Then *the ancillaries* or supporting institutions for tourism management of Kemiren Village are very complete, both from formal and non-formal institutions/organizations and have a high level of community involvement.

The social impact felt by the people of Kemiren Village from tourism development is relatively positive. Of the fourteen aspects, namely economic benefits, opportunity costs, maintenance of facilities, interesting things to do, disturbances, pride, bad behavior, environment, effects/imagery displayed, price increases, limited access, fairness, new infrastructure, and the character of the city/region are all well perceived by local communities. The positive assessment of local communities towards tourism is a very strong supporting

factor for Kemiren Village to develop tourism in the future, as well as being a task to keep this perception from changing.

The recommendation for more sustainable tourism management in Kemiren Village is to minimize internal problems that exist in several aspects, namely facilities that are vulnerable to pandemic, the role of managers, the adequacy of community facilities, price strategies, and equalization of tourism benefits for the entire community. Then Kemiren Village can optimize efforts to seize opportunities, namely the existence of tourism as a source of business and community work, support for tourism development, increase community capacity and open social interaction between the community and tourists.

## **SUGGESTION**

The perception of local people in areas that are developed into tourism destinations is very necessary. Researching the social impacts felt by local communities can be a form of evaluation of tourism development. Subsequent research could use indicators or other items to measure social impact as well as increase the number of samples or informants to sharpen data analysis.

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