

STRATEGY FOR DEVELOPING MOUNT GAJAH TOURISM AS A TOURISM DESTINATION IN GETASAN

Desi Lukuaka, Mia Elvina, Oskar Katanga Maudjawa, Sutarto Wijono

Faculty of Psychology, Satya Wacana Christian University

832022002@student.uksw.edu, 832022019@student.uksw.edu, 832022014@student.uksw.edu, Sutarto.wijono@uksw.edu

ABSTRACT

Coronavirus Disease or Covid-19 has swept the world and taken a lot of casualties and all human life has been paralyzed. In addition, the Covid-19 pandemic has also had an impact on the community's economy which caused a financial crisis due to the termination of work for employees, and businesses that had to be closed both in the culinary, fashion, and tourism fields. The tourism industry is one of the sources of national income that plays a role in improving the welfare of the local community. Mount Gajah is one of the new tourist attractions in Getasan – Central Java. Tourism development strategies are needed to maximize profits and reduce the problem of efforts to develop tourism destinations post-covid-19. This research was conducted to determine the strategies used in the development of elephant mountain tourism. The results showed that there are several strategies that can be applied to develop tourist areas, namely increasing the promotion of elephant mountain tourism, paying attention to accessibility, and elephant mountain areas as a support for tourism development in Getasan.

Keywords: *Strategy, Tourism Development, Elephant Mountain*

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INTRODUCTION

Coronavirus Disease, or Covid-19 has swept the world and taken a lot of casualties and all human life has been paralyzed. Such a situation has forced the International Health Organization (WHO) to designate it as PHEIC on January 30, 2020, based on the *International Health Regulation* (IHR) of 2005 (Pandoman, 2020). The covid-19 period that swept the world from the beginning of 2020 to the end of 2021 caused so much loss and deep trauma due to being abandoned by a beloved family caused by covid-19. In addition, the Covid-19 pandemic has also had an impact on the community's economy which caused a financial crisis due to the termination of work for employees, and businesses that had to be closed both in the culinary, fashion, and tourism fields.

The post-pandemic that has hit gives a new beginning to be able to start new steps to improve the economic crisis (Mardiyah & Salma, 2021). One of them is in the field of tourism business, although during the pandemic many tourist places were closed, now many tourist places have reopened (Desmira et al., 2021). According to Nunes, the Covid-19 pandemic has forced innovation in the Tourism Sector to improve itself (Kusuma et al., 2021). Entrepreneurs need better tourism and even better innovation. So that at this time many managers in the field of tourism began to open and re-offer tourist attractions to the community.

Likewise, business managers on the mountain as tourist destinations and tourist attractions who are as strong as possible participate in offering their tourist attractions to face competitors. To be able to develop professional tourism services and satisfy tourists, various efforts are needed not only through creative ideas but also in terms of funds to be able to provide

professional tourism services (Banjarnahor et al., 2021). But in this case there are still many obstacles experienced to develop its services.

In a previous study conducted by Febrianingrum et al (2019) found that there is a potential for beaches in Puworejo regency to be developed into a mainstay tourism place, but there are still factors that hinder the development of tourism here such as limited facilities and infrastructure, incomplete ports, limited transportation and also in optimality in tourism promotion. Research conducted by Lestari (2018) also states that Batu city in east Java province has a very good appeal, but there are factors that hinder the development of tourism in this place such as many investors who are not yet aware of the environment and also the lack of budget provided by the government. Based on the results of previously conducted research on tourism development, there are still many aspects that must be considered in tourism development. Therefore, this research also wants to see what the tourism development strategy in Getasan looks like.

Meanwhile, tourism development also has positive and negative impacts as explained by Asmara (2020) which explains the critical review of the constraints and impacts of Indonesian tourism development. He explained that the positive purpose of developing tourism is to contribute foreign exchange to a country through foreign currency exchange in tourist destinations, helping local residents in the market of products and services, improving the economy of the population, creating jobs, becoming a source of local income (PAD) and also stimulating the creativity of artists. The negative impacts provided are import and export leakage, inflation, economic dependence, *enclave tourism*, high infrastructure costs to support tourism, and seasonal inequality.

Tourism development is also influenced by several factors as explained by Febrianingrum et al (2019) which state that the factors that affect tourism development are the road network which is the main circulation in connecting tourists and also tourist attractions, community participation in advancing tourism in their area and other important factors in developing tourism are tourism facilities and infrastructure, facilities, modes of transportation in tourist attractions the role of tourism management institutions and promotional media.

Based on the latest research on tourism development strategies conducted by Amsori et al (2022) entitled tourism development strategies in Ngawi Regency, East Java uses Bryson's theory of development strategies and uses a descriptive qualitative approach with the results of the strategies used in developing tourism in Ngawi there are three, namely, branding, development, and management of facilities and infrastructure and also human resources development. The research that will be carried out at Mount Gajah will use the theory of Barreto & Giantari and use a descriptive qualitative approach. To the results obtained from research on the development of types of tourist services, a certain strategy is needed. Therefore, the author is interested in researching the business development strategy of tourist services that can still be done at Mount Gajah Getasan. Departing from this background, the formulation of the problem used in this study is what is the strategy for developing elephant mountain tourism as a tourism destination in getasan? This study aims to determine the development strategy of Mount Gajah tourism as a tourism destination in Getasan.

METHOD

The method used in this study is a qualitative method with a descriptive approach (Sugiyono, 2013). The data collection techniques used are Observation and Direct Interview. The research was conducted on Jln Nogosari, Getasan District, Semarang Regency. Based on this, in analyzing the data, researchers use the data that has been obtained and then the data is analyzed using a way of thinking based on Oka A Yoeti's theory regarding tourism development strategies.

RESULTS AND DISCUSSION

In an effort to make Mount Gajah Telomoyo a place for tourism areas Santoso as the manager was appointed by the community in collaboration with the developer of the drinking water company, namely Java mineral water from PT. Bayuadji Nusantara Industri (AMDK JAVA) is located not far from elephant mountain.

Therefore, this follows the discussion of tourism development strategies carried out at Mount Gajah Telomoyo from the results of the interview:

1. Overview of Mount Gajah

a) Mount Gajah Telomoyo as a Tourist Spot

Santoso, who is the manager of this tourist attraction, said that Mount Gajah Telomoyo, which is located in Nogosari, Getasan District, Semarang Regency, was inaugurated on December 18, 2019, as a tourist attraction. Santoso added that it started when some residents made roads as access to get to the top so that from time to time there were more and more visitors. This became the starting point when a paragliding team asked for permission from the village hall to conduct a test take-off of paragliding on Mount Gajah after conducting an upward survey. From the trial, Mount Gajah Telomoyo has criteria as a suitable place to *take off* paragliding, therefore the management of the developer cooperation and residents to open this place as a tourist attraction. After the Covid-19 pandemic hit the world, including Indonesia, in 2022 several paragliding competitions were held which are participated by several regions.

b) The Potential of Mount Gajah as a Tourist Attraction

The circular access road to the top of Gajah Telomoyo mountain will make visitors see the beautiful natural scenery. Two waterfalls from Mount Telomoyo can be seen from Mount Gajah, on the other side of this mountain, visitors can enjoy the view of Rawa Pening as a whole and on the other side, visitors can enjoy the beauty of Salatiga city and several other areas.

c) Supporting Facilities

In developing Mount Gajah Telomoyo as a tourist attraction, the management collaborated with the developer and involved residents, several buildings were built on the mountain such as stalls, permanent *camping* grounds, and halls to sit at several points and cafes (all done during the pandemic). The material used to build these buildings is bamboo. The food sold at the stalls is all traditional which is the result of agriculture or plantations from local residents and the coffee found in the café is also the result of residents' plantations. This is done not to damage the environment and this is an agreement between the management and residents and the developer to carry the concept of nature.

d) Management of Telomoyo Elephant Mountain

In the management of Mount Gajah Telomoyo as a tourist attraction involves all parties, both managers, developers and of course local residents. The management is responsible for managing Mount Gajah as one of the tourist attractions that attracts many tourists. Since it opened after the pandemic, on weekdays Mount Gajah Telomoyo has 40-50 visitors, and on weekends and red dates, it can reach 100-150 visitors. The tariff is charged Rp15.000,- /person, so that in a day (Rp15000,-X50) get an income of approximately Rp750.000,- (this is only for weekdays) and while the cost of managing this tourist attraction already takes a budget of 50 million / per year and is borne by the developer.

2. Aspects of Mount Gajah Tourism Development

Departing from the theory regarding aspects of tourism development, in tourism development, it is found as follows:

a. Promotion

With the development of increasingly sophisticated technology, it is not surprising that the management of Mount Gajah Telomoyo chose social media which is used as a means to promote this tourist attraction through *Facebook, Instagram, YouTube*, and creating a *website*. In addition, it also made *Metromedia Technologies* (MMT) Printers related to this tourist attraction to be installed on the highway, so that dealers can see and be interested. In addition, another strategy carried out is to provide package prices for visitors with the provision that visitors who come with groups or groups whose purpose is to *camp* and stay, are subject to a 10% discount with a maximum limit of 30 people and the results will be submitted to the village hall every month to be managed. The management tried to establish cooperation with schools in Getasan and Salatiga agriculture. Where students can learn to grow crops on top of Mount Gajah Telomoyo while enjoying the beauty of nature. The developer provides land, plant seeds, and equipment for farming, and the farm results will later be divided into profits.

b. Accessibility

Resti Tamar, who is one of the enders who comes from East Nusa Tenggara (NTT) and is currently studying at one of the universities in Semarang regency, argues that Mount Gajah Telomoyo is one of the beautiful tourist attractions and in terms of facilities is quite adequate for now, but according to Resti, facilities such as stalls and cafes do not operate every time he visits. On the other hand, Resti complained that there were no toilets in this tourist spot and trash cans were only in a few places, making it difficult for visitors to dispose of garbage. This can be an input for managers to include in the plan. Road access to tourist attractions is not adequate so the *Jalan* to the top of the mountain must be widened and circled the mountain, making it easier for visitors to climb up the mountain by vehicle, both motorbikes, and cars.

c. Mount Gajah Area

Paragliding and *climbing* are two mainstay sports that are an attraction for visitors. Especially for paragliding, it is the main icon of Mount Gajah Telomoyo, because this place is often used for paragliding training and competitions.

3. Development Plan

In planning tourism development Santoso as the manager explained as follows:

a) MSMEs

Micro, small and medium enterprises (MSMEs) on mount Gajah need to add more goods sold such as regional snacks, souvenirs, and other merchandise from the community. In addition, there is an additional place for MSMEs.

b) Paragliding and Glamping

Paragliding and glamping (*glamour camping*) are two activities that are the mainstay of Mount Gajah Telomoyo, therefore the management plans to add facilities related to these two activities as the main mascot in attracting many visitors.

c) Farmland

In addition, the management also plans to add agricultural land on mount Gajah in coordination with the community, so that it can become land that will be planted with various kinds of agricultural crops.

CONCLUSION

Based on the brain above, can be collected several things as follows:

1. Mount Gajah Telomoyo has the strength of beauty and nature that is still very natural, suitable as *a sports* area such as a healthy road around the mountain and its nature has the potential for research, training, and educational activities that are beneficial to the community.
2. Have support from residents or communities around Mount Gajah in socialization efforts and become a source of income for residents.
3. Training activities and paragliding competitions are one of the strengths of the natural tourist attractions of Mount Gajah Telomoyo in an effort to socialize to attract visitors.
4. The development strategy carried out by the management in collaboration with developers and residents is running well so that in the future there are new innovations that will be done to advance this tourist attraction.

Suggestion

Access roads to the top of the mountain should be fenced on each cliff because it is very dangerous for visitors who use motorized vehicles to climb up the mountain.

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