

DEVELOPMENT OF EMBRYO TOURISM VILLAGE INTO DEVELOPING TOURISM VILLAGE CASE STUDY: TELAGA BIRU BANGKALAN MADURA TOURISM VILLAGE

Baitul Ma'mur Muntaha, Aditha Agung Prakoso, Isdarmanto

Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta
hannahmuntaha77778@gmail.com

ABSTRACT

Telaga Biru Tourism Village is one of the attractions that offer the concept of rural life as its attraction is located in Tanjung Bumi Village, Bangkalan, Madura. As a Tourism Village categorized as an Embryo Tourism Village, there are many successes have been achieved by this Village such as being able to turn waste dumps into tourist attractions, tourism activities carried out in the Village can become the original income of the village that is able to prosper the local community, and so on. However, in its application, there are still many shortcomings that need to be addressed by the management of Telaga Biru Village. This study aims to find out the appropriate strategy in making Telaga Biru Village, which is now a Pilot Tourism Village, become a Developing Tourism Village. The type of research used is qualitative research. The results of this study show that there is a need for the fulfillment of tourism village components such as building accommodations for overnight tourists and improving tourism village management such as the need for human resources who have competence in the field of tourism so that tourists can travel more comfortably.

Keywords: *Telaga Biru Tourism Village, Development Strategy, Developing Tourism Village*

This article is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) 

INTRODUCTION

Tourism village is a tourism concept that is becoming a trend in the tourism industry today. Many tourists have turned to tourist products that protect the environment, nature, culture, and attractions in a certain way. Tourist satisfaction now does not only rely on the natural beauty and completeness of tourist facilities but also on the flexibility and intensity of interaction through their environment and the surrounding community (Deni et al., 2020).

Village development into a tourist village has now been carried out by many villages in Indonesia (Purnomo et al., 2020). In Madura, especially in Bangkalan, there is a village that has been recorded as a tourist village. Bangkalan, which is located in the Tanjung Bumi area, is recorded as a tourist village because the village has great potential to be developed in terms of nature, culture, and so on.

Telaga Biru Tourism Village stands with all kinds of planned planning. There are at least four things that make Telaga Biru Tourism Village attractive to tourists and can survive until now. The first thing is land conversion. Telaga Biru Tourism Village has an area where previously this area was a dumping ground for garbage and waste from milkfish ponds. Land conversion is carried out by transforming the garbage and waste dump from the milkfish pond into a tourist spot filled with beautiful scenery and spots for tourists to take pictures. The changes that occurred were enough to make people who came not believe the origin of the place which was originally a dumping ground for garbage and waste from milkfish ponds (Hendriyati, 2020).

Telaga Biru Tourism Village also has a unique potential where the tourism carried out is based on the professional entrepreneurship of the surrounding community. One of the tourist activities is learning to make batik. The majority of the people of Telaga Biru Tourism Village work as batik makers. The existence of many batik makers in Telaga Biru Tourism Village makes the manager use it to make educational tours for making batik in Telaga Biru Tourism Village. Batik whose production in Telaga Biru Tourism Village is a typical batik originating from the Bangkalan Regency area. In addition to learning to make batik, tourists can also bring home ready-made batik in Telaga Biru Tourism Village as souvenirs (Hudayana et al., 2019).

When the pandemic brought many tourist attractions to a halt, Telaga Biru Tourism Village tried to survive and make innovations so that even during the pandemic, people could still earn income from tourism activities in Telaga Biru Tourism Village. Through determination, the manager finally introduced the concept of tough tourism in the Bangkalan area where this concept allows tourists to still be able to carry out tourist activities but by complying with health protocols so that tourists visiting Telaga Biru Tourism Village can travel without fear of being infected by the coronavirus (Assa & Wibisono, 2022).

Tourism activities carried out there bring economic benefits. The arrival of tourists to carry out tourist activities will generally stimulate spending from tourists. The more activities carried out by tourists, the more expenses they do (Sukmadewi et al., 2019). Expenditures made by tourists to enjoy tourist activities in Telaga Biru Tourism Village are the original source of income for the Village which is quite useful in improving community welfare.

However, in the categorization of tourism villages, Telaga Biru Tourism Village is still classified as an Embryo Tourism Village where there are still many shortcomings owned by Telaga Biru Tourism Village as a Tourism Village. In its application, there are still very many infrastructures and infrastructure facilities that do not support tourist tourism activities in Telaga Biru Tourism Village. Among the examples of lack of facilities in question are available accommodations where tourists are still difficult to find accommodation that they will occupy while they explore tourist activities in Telaga Biru Tourism Village (Nilasari, 2021).

Another obstacle owned by Telaga Biru Tourism Village is in terms of management where the manager has very inadequate resources in the management of this Tourism Village. The manager of Telaga Biru Tourism Village is still considered to have difficulty promoting its potential so that tourists who come still come from the surrounding area. Assistance from professionals is considered very much needed for managers so that the management carried out in Telaga Biru Tourism Village can be carried out better (Sari, 2020).

METHOD

Research Approach

The research approach chosen in this study is to use a qualitative approach (Sugiyono, 2013). There are three factors in choosing the approach made for this study. The first factor is that the qualitative approach has a very broad point of view so there is a possibility that we can find something new that has not been stated before. Furthermore, by using a qualitative approach, the reality in the field will be very different from what is in theory in general because it is socially constructed. A qualitative approach is also a type of approach where the research carried out will be natural such as how conditions are in the field and there are no things done just for the sake of formality.

Research Location

The location of research taken in this study will be carried out in Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency, East Java Province. The choice of Telaga Biru Village in Bangkalan for this research is more than other villages in Bangkalan such as Labuan Tourism Village, Jaddih Tourism Village and Buduran Tourism Village because of the potential for developing attractiveness and resources owned and community awareness that has begun to grow.

Data Collection Techniques

In this study there are 3 data collection techniques in obtaining maximum information, namely observation, interviews and documentation.

Data Sources

There are 2 data sources that will be used in this study, namely:

1. Data Primer

Data are obtained from primary sources, both obtained through interviews, observation and documentation.

2. Secondary data

Data obtained with a second source or source of research results or data collection from other people or certain institutions, as well as data derived from documents, archives, manuscripts, and others.


Data Processing Techniques

Data processing that will be carried out is by collecting data, reducing data, presenting data, and drawing conclusions.


RESULTS AND DISCUSSION

The results obtained from research in Telaga Biru Tourism Village regarding the development of a pilot tourism village into a developing tourism village with the object studied are Telaga Biru Bangkalan Madura Village, can be seen in the triangulation data table below as follows:


Table 1: Triangulation Table

Telaga Biru Village In Tourism Village Concept					
No	Variable	Triangulation			Conclusion
		Observation	Interview	Documentation	
1.	Setting	Access is quite easy, but there are still some damaged roads and potholes. There is no place to stay yet, not far from the village there are several	We do not yet have the funds to try to repair damaged or potholed access roads because our focus is still on developing our attractions.		It is necessary to improve the existing pothole road access so that tourists' trips during visit will be more comfortable.

		<p>hotels that can be used by tourists to stay overnight.</p>	<p>Places to stay are still not here because it is not possible to open lodging places in the area here.</p>		<p>There needs to be socialization to the community and investors to build accommodation so that it can be used by tourists to spend longer in Telaga Biru Bangkalan Village.</p>
<p>2.</p>	<p>Resources</p>	<p>There are so many resources that exist in Telaga Biru tourism village, the most famous one is telaga biru beach</p>	<p>We have batik as our attraction in cultural tourism, sarimuna boat as religious tourism, and the famous one which attract more tourist to come is telaga biru as nature tourism</p>		<p>There needs more guard in keeping all those resource owned by telaga biru tourism village in order there is no destruction done by tourist who come visiting the village and so the resource can still be felt by the next generation</p>
<p>3.</p>	<p>Management</p>	<p>Management carried out in Telaga Biru Tourism Village includes: Developing relationships, Finding capacity, Building community ideals, Directions of action of society,</p>	<p>We always actively collaborate with all tourism actors ranging from Bumdes, pokdarwis to village communities to unite ideas in building villages through tourism. We always open</p>		<p>Management is good enough, but there needs to be a planned spatial planning concept so that no place will be exploited or activities that can disturb local residents.</p>

		<p>Planning community action, Carry out activities, document the results and things they learn</p>	<p>space for anyone to express what needs to be improved and needs to be addressed during management.</p>		
4.	Benefit	<p>The benefits felt by the community include: increased income, opening jobs, increasing people's happiness levels</p>	<p>We can provide fees to people who cannot afford to continue school, provide compensation to orphans to distribute income equally to village communities in the form of basic necessities.</p>		<p>There needs to be more development so that the benefits that will be experienced or enjoyed by rural communities can make the community more prosperous</p>

Telaga Biru Village In Tourism Village Management Concept					
No	Variable	Triangulation			Information
		Observation	Interview	Documentation	
1.	Planning	<p>Planning is carried out through two approaches, namely the local community empowerment approach and the sustainable approach.</p>	<p>The planning we do is to make the village with ourselves independent and make the village we live in can be enjoyed by our children and grandchildren.</p>		<p>The planning done is very good because it has involved the community in management, but the manager needs to make a planning master plan so that it can be a reference in its implementation</p>

2.	Implementation	The implementation carried out by the manager includes the determination and strengthening of tourist attractions in Telaga Biru Village, the determination of destinations, then infrastructure development	We carry out the implementation by involving pokdarwis as actors and I as the village head only become the supervisor and monitor of the implementation carried out		The implementation carried out to realize the plan that has been crushed has run optimally where infrastructure development to support tourism activities in Telaga Biru Village has been able to stand and has begun to operate.
3.	Evaluation	One of the evaluations that has been carried out is the regulation of cleanliness maintenance where a mutual cooperation agenda has been implemented to clean the village so that the village is always maintained clean	We always do evaluations so that we know what weaknesses we have so that we can improve from the shortcomings we have.		The evaluation carried out is quite optimal where changes have begun to be made to make the village more beautiful such as the construction of a place to grow plants hydroponically, scheduling a mutual aid agenda to clean the village, and so on

Source: data processed by author, 2023

Things that need to be done by Telaga Biru Village managers in developing Telaga Biru Tourism Village into a Developing Tourism Village are through paying attention to the components of tourism villages that need to be owned and paying attention to the management of tourism villages according to standards. As an embryo tourism village, there are many components of a tourist village that they do not yet have. Not only that, the management carried out in the pilot tourism village can be said to have not met the management standards as it should. Therefore, the main thing that must be carried out by the management of Telaga Biru

Tourism Village as an embryo Tourism Village to make his Village into a Developing Tourism Village is to meet the necessary components and should be in the tourism village and also improve management in accordance with management standards so that it can be managed better (Utami, 2020).

The components that are intended to need to exist in a tourism village are 4 components expressed by, namely a well-regulated spatial layout in the village which is the main attraction, competent human resources who manage tourism villages, good management that can integrate between all related parties and good benefits enjoyed by local communities. While the management standard in question is 3 stages expressed by where planning is carried out by involving local communities, implementation is carried out with optimal supervision and there is an evaluation of all activities that have been carried out to maximize management (Karnayanti & Mahagangga, 2019; Prakoso, 2022).

To make Telaga Biru Village a Developing Tourism Village, the fulfillment of components is a basic thing that needs to be considered in every effort to manage tourist attractions. Without the components that are met, a tourist spot will not be able to survive for a long time. This is because tourists who come to tourist attractions will encounter various difficulties to meet or meet their needs during tourist activities. This condition makes tourists feel uncomfortable during tourist activities at these tourist attractions (Wiwin, 2019).

Management of tourist attractions is also an important part in making a tourist spot last for a very long period of time. This is because good management will make visitors get satisfaction and comfort while doing tourist activities at tourist attractions. With organized management, tourists will feel safe without fear of loss, fear of injury while traveling, and so on. With good management, tourists do not have to struggle in obtaining the location of tourist attractions, do not need to bother to stay, and so on (Sukaris & Prestyadi, 2020).

The components of tourism villages and management standards in tourism villages are one of the steps that need to be prioritized for embryo tourism villages to become a stepping stone for them to develop and be able to achieve the status of a developing tourism village. The fulfillment of the tourism village component and the implementation of management in accordance with standards will be an important step to make Telaga Biru village better and more develop.

The effort needed to meet the components and apply tourism village management standards in Telaga Biru Bangkalan Madura Tourism Village is to cooperate with all related parties both with the government in supporting regulations to be implemented in Telaga Biru Village, academics in supporting the development of management capabilities of Telaga Biru Village managers, local communities in helping to succeed tourism activities with their acceptance and so on. In order to realize the fulfillment of the components of tourism villages that need to exist and the implementation of better and integrated management in the future. There needs to be optimal commitment and supervision in carrying out operations so that the desired goals can be easily achieved.

Components that need to be fulfilled include the provision of accommodation for tourists, improvement of access roads to Telaga Biru Village, skills training for human resources in the context of tourism, maximizing management, and making a maximally organized master plan so that no exploitation occurs.

For tourism village management, it needs to be further improved in terms of planning, management and evaluation so that the desired plan can run optimally. There needs to be a clear and written statement so that the implementation of the expected planning can be carried out properly and does not cause multiple tasks carried out by one person because no matter how good and competent the person will not be able to carry out many tasks at once.

CONCLUSION

Telaga biru tourism village is a tourist village that is classified as an embryo tourism village that still needs a lot of improvement to develop its village so that in the future this village can have the status of a developing tourism village or until an independent tourism village. The findings in the study revealed that although the blue lake tourism village has quite a lot of success in managing its village into a tourist village such as turning waste disposal sites into tourist attractions, introducing the concept of resilient tourism during the pandemic, and so on, there are also quite a lot of shortcomings that the village has, ranging from the components of a tourism village that needs to be owned by a tourism village that is less than optimal to how the blue lake tourism village carry out the process of managing tourism villages that are considered less effective and efficient.

The results of the study revealed that Tourism Village management needs to pay attention to village spatial planning for the use of tourism activities so that there is no exploitation of resources carried out and also does not create disruption of tourism activities to people's lives, providing more education to management resources to implement national or even international standard management through the provision of training on tourism village management in accordance with existing standards So that tourism activities can be carried out properly and there needs to be more vigorous promotion of the tourism village so that Telaga Biru Village is known and visited by national and international tourists and the provision of benefits needs to be considered more so that the positive impact of tourism can make the community around Telaga Biru Tourism Village more prosperous.

REFERENCES

- Assa, A. F., & Wibisono, C. (2022). Development Of Combination Of Tangguh Village And Tourism Village In Dawuhan Village-Central Java Province To Increase Community Income. *Journal of Positive School Psychology*, 1066–1075.
- Deni, S., Husain, T., Salaka, A., & Saing, Z. (2020). The Implementation of Bobanehena Tourism Village Development in West Halmahera Regency. *1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019)*, 526–532.
- Hendriyati, L. (2020). Upaya masyarakat Di Desa wisata penglipuran dalam menjalankan sapta pesona. *Journal Of Tourism and Economic*, 3(1), 49–57.
- Hidayana, B., Kutaneegara, P. M., Setiadi, S., Indiyanto, A., Fauzanafi, Z., Nugraheni, M. D. F., Sushartami, W., & Yusuf, M. (2019). Participatory Rural Appraisal (PRA) untuk Pengembangan Desa Wisata di Pedukuhan Pucung, Desa Wukirsari, Bantul. *Bakti Budaya*, 2(2), 3.
- Karnayanti, N. M. D., & Mahagangga, I. (2019). Partisipasi Masyarakat Dalam Pengelolaan Desa Wisata Bongkasa Pertiwi Di Kabupaten Badung. *Jurnal Destinasi Pariwisata*, 7(1), 54–60.

- Nilasari, D. S. (2021). Faktor-Faktor Yang Mempengaruhi Keberhasilan Desa Wisata Kungkuk Dengan Pendekatan Sustainable Livelihood Approach. *Jurnal Ilmiah Mahasiswa FEB*, 9(2).
- Prakoso, A. A. (2022). *Konsep dan Teori Desa Wisata*. Pena Persada.
- Purnomo, S., Rahayu, E. S., RIANI, A. L., SUMINAH, S., & Udin, U. (2020). Empowerment model for sustainable tourism village in an emerging country. *The Journal of Asian Finance, Economics and Business*, 7(2), 261–270.
- Sari, D. I. (2020). PEMBERDAYAAN MASYARAKAT DESA LEREP KECAMATAN UNGARAN BARAT KABUPATEN SEMARANG MELALUI BADAN USAHA MILIK DESA (BUMDes) GERBANG LENTERA. *Journal of Politic and Government Studies*, 9(02), 51–60.
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Sukaris, S., & Prestyadi, B. (2020). Transformation Of Information Technology Capacity As A Marketing Media Of The" Lontar Sewu" Tourism Village, Hendrosari Village, Gresik Regency. *Kontribusi: Research Dissemination for Community Development*, 3(1), 265–271.
- Sukmadewi, N. P. R., Putra, I. N. D., & Suardana, I. W. (2019). Potensi dan Pengembangan Desa Wisata Suranadi di Kecamatan Narmada Kabupaten Lombok Barat. *Jurnal Master Pariwisata (JUMPA)*, 5, 424.
- Utami, V. Y. (2020). Dinamika Modal Sosial dalam Pemberdayaan Masyarakat pada Desa Wisata Halal Setanggor: Kepercayaan, Jaringan Sosial dan Norma. *Jurnal Reformasi ISSN*, 2088–7469.
- Wiwin, I. W. (2019). Faktor Sukses dalam Pengembangan Wisata Pedesaan. *Pariwisata Budaya: Jurnal Ilmiah Agama Dan Budaya*, 4(2), 25–29.