

Lerep Tourism Village in Central Java: Its Basic Tourism Development

Titik Djumiarti¹, Hartuti Purnaweni², Sefi Amalia³, Diah Wulandari^{4*}

¹Public Administration Department, Universitas Diponegoro, Indonesia. (email: titi_artik@yahoo.co.id)

²Public Administration Department, Universitas Diponegoro, Indonesia.
(email: hartutipurnaweni@gmail.com)

³Public Administration Department, Universitas Diponegoro, Indonesia. (email: sefiamelia8@gmail.com)

⁴Public Administration Department, Universitas Diponegoro, Indonesia.
(email: diah.wulandr19@gmail.com)

*Corresponding author, email: diah.wulandr19@gmail.com

Abstract

Tourism is one of the highest factors to encourage economic growth. Tourism development in Indonesia is mostly carried out through the development of tourist villages. Tourism must be designed in order to create a positive impact on society, especially related to economic improvement. One of the Tourism Villages in Central Java is Lerep Village located in West Ungaran district, Semarang Regency which has various agrotourism potentials. This study aims to analyze: "How is the tourism development of Lerep Tourism Village?". This study used a qualitative approach with data collection methods through literature, participatory observation and interviews. In this study review based on 3P+4A, i.e. Price, Place, Promotion and Attraction, Access, Amenity, and Ancillary. Reviewed from 3P+4A, the tourism development of Lerep Village has been very good with regarding to environmental conditions and local wisdom as a superior base for its Tourism package. In terms of the price of the tour package, it is quite affordable and in accordance with the facilities provided. The promotion aspect is an aspect that is still not optimal, thus, it is necessary to optimize tourism promotion through social media. The tourist attractions provided are abundantly varied, but to maintain the sustainability of tourism and so that tourism is not monotonous Access to the Lerep Tourism Village is an aspect that needs special attention for policy makers considering that access to the Lerep Tourism Village, such as roads and the availability of public transportation, is very limited.

Keywords:

tourism; village; development

Introduction

Tourism is one of the highest factors for driving economic growth in the world and has been officially designated as the main agent of economic growth and development (Organization, 1980). In this case, the competitiveness of Indonesia's tourism sector within the scope of the Asia Pacific region is ranked 8th, included in the top 10 (Media Indonesia, 2022; Pham & Nugroho, 2022). Moreover, Indonesia's Tourism was among the top industries, accounts for around 5.8% of national GDP (Pham & Nugroho, 2022; WTT, 2018). Therefore, the Indonesian government tries to boost its tourism industry, using various policies such as developing tourist village

tourism type (Iqbal, 2022). These village tourism locations are continuously developed, using categorization of the village tourism according to its development stages.

Concerning the development of tourism village, The Ministry of Tourism and Creative Economy has published Guide to Tourism Village added with criteria of tourism village and classification of tourism village. The distribution of tourist villages in Indonesia is divided into four categories, namely pilot tourism villages, developing tourism villages, developed tourism villages, and independent tourism villages (Kemenparekraf, 2022b).

According to the Ministry of Investment Coordination (2021), the principles of tourism village development are among others: (a) originality: the attractions are originally living among the local people, and (b) Has a chance and support of basic facilities availability for the development of tourism activities. Many villages with such potencies are developed in Indonesia, since they have uniqueness in things such as natural beauty and local culture.

A tourism village must be designed in order to create a positive impact on the community, especially related to economic improvement. However, as a form of tourism by offering natural destinations and local wisdom owned by the community, its development also needs special attention so as not to cause negative impacts, for example causing environmental damage or eliminating local culture. (Buditiawan, 2021) stated that in order to not to have a minimum negative impact developing a tourist village, it is necessary to have a review based on 3P + 4A, i.e. Price, Place, Promotion and Attraction, Access, Amenity, and Ancillary. The importance of reviewing 3P + 4A in the development of a tourist village is to maintain the natural potential and local wisdom of the community.

One of the Tourism Villages in Central Java is Lerep Village which is located in West Ungaran subdistrict, Semarang Regency which has various agro-tourism potentials. Located about 24 kilometers from Semarang city, the geographical conditions are in the form of hilly villages with cool air on the slopes of Mount Ungaran, dominated by terraced rice fields with abundant irrigation. This village was awarded as the best pilot Tourism Village category in 2020. This study aims to analyze: "How is the tourism development of Lerep Tourism Village?"

Methods

Study Area

This study was conducted in Lerep Village, West Ungaran Subdistrict (local term: Kecamatan Ungaran Barat), Semarang Regency (local term: Kabupaten). The study area can be seen in Figure 1. The study area is in the altitude ranging of 30-940 meters above sea level with a slope of 0-15%, i.e. part of the foot of Mount Ungaran. Lerep Village has a population of 12,117

people with 6,029 male population and 6,088 female population (BPS Kabupaten Semarang, 2022). There are eight hamlets (local term: Dusun) in Lerep Village, namely Indrokilo, Lerep, Soka, Tegalrejo, Lorog, Karangbolo, Kretek and Mapagan hamlets, each of which has natural potential that can be developed.

Indrokilo hamlet has a waterfall, Kampung Sapi (Cow village) and coffee processing as its potentials Lerep hamlet has potential for embung (pond to preserve fresh water from spring) and old culinary tours; Soka hamlet has potential for educational tourism on waste management; Karangbolo hamlet has potential for educational tourism on chips; while for Tegalrejo, Lorog, Kretek, and Mapagan Hamlets has potential in the form of natural potential but until now there has been no further management.

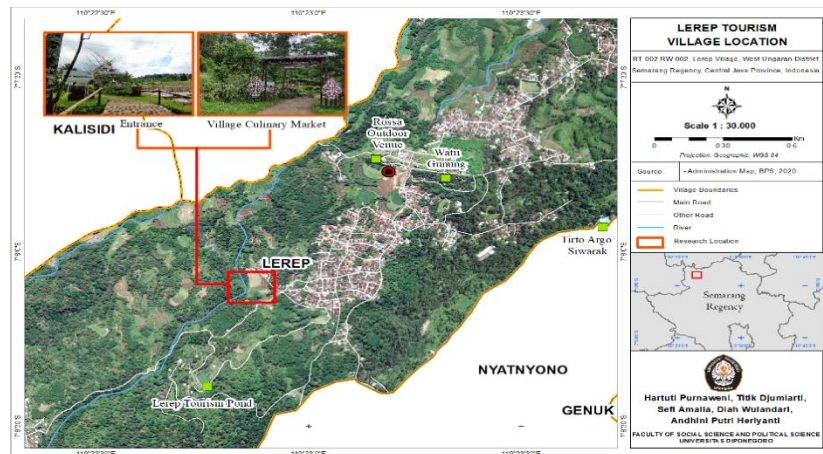


Figure 1. Map of Lerep Village

Data Collection

This study used a qualitative approach with data collection methods through literature, participatory observation and interviews. Literature study was conducted by collecting literature related to the topic investigated. Observations were carried out by observing the behavior and habits of the community of Lerep Village. Interviews were conducted with Lerep Hamlet Tourism Awareness Group (local term: Pokdarwis) administrators, local residents, and visitors to the Lerep location.

Results and Discussion

Description of Lerep Village: History

The origin of Lerep Village name cannot be separated from Babat Nyatnyono folklore (Bambang Karto Nadi/Sunan Hasan Munadi). At that time, there was a war between the Demak Kingdom's opposition troops led by Ki Hajar Buntit and Demak Kingdom's troops led by Hasan

Munadi. During the war mission, Hasan Munadi decided to stop temporarily to take a break from the war (Leren is Javanese means 'take a break') and do muhasabah (self-correcting) to calm the heart (Menep is Javanese means 'to calm') asking for guidance from Allah SWT, God the Almighty. During his muhasabah, Hasan Munadi felt peace, peace with beautiful surroundings, abundant water, and fertile plains. Seeing this, Kyai Dangu was assigned by Hasan Munadi to lead tripe over clearing agricultural land with several of his soldiers, which developed until now to become Lerep Village which is a combination of the words 'Leren' (stop) and 'Menep' (contended).

The emergence of Lerep Tourism Village began with the Live-In activity initiated by an international organization from Japan. The program received a good response so that the Tourism Office began to pay attention by starting to introduce the concept of a tourist village to Karang Taruna (organization of young people in the village). Then, Karang Taruna of Lerep Village were gathered and discussed the ideas. Initially, Karang Taruna thought that the Tourism Village concept meant the creation of a new tourist attraction. Then, Karang Taruna moved to make several selfie spots in the Embung. Moreover, Karang Taruna started to understand that the main attraction of the Tourism Village is the condition of the village as it is, i.e. by maintaining the initial condition of the village and improving its cleanliness and maintenance through Pokdarwis (Tourism Awareness Group).

Analysis of Tourism Aspects of 3 P 4A

In developing Lerep Tourism Village it is necessary to pay attention to 7 Tourism Aspects aspects (3P + 4A). Therefore, the evaluation of these aspects are as follows:

Price

Price is one of the main attractions in the development of tourist destinations, consideration of affordable prices tends to attract tourists to come more easily. Based on the tour prices offered in the 24 Hour Student Live-In Package and the 26 Hour Live-In Package, it is considered affordable compared to the many destinations and activities covered in the total Coast, amounting to around IDR200.000 per person.

However, considering that the majority of Live-In activities are attended by a large number of tourists, ideally special prices can be presented for tourists who come in groups. Giving discount price also needs to be considered as well as promotion through existing social media to be able to further encourage tourist interest to visit. In addition, without forgetting the economic aspect which is the need of the community, the costs formulated must also pay attention to the costs of maintaining long-term tourist destinations, so that the environmental sustainability of tourist destinations is well preserved.

Place

Lerep Village is located in an altitude area and is one of the villages in West Ungaran Subdistrict, Semarang Regency. Therefore, it has cool weather, but due to global warming, the air temperature in Lerep is also starting to increase, not as cool as it was before. Demographic conditions of the local people in Lerep Village are diverse from various backgrounds

Place is the main aspect which becomes the potential selling value of a tourist destination. The sustainability of natural environmental conditions in Lerep Village must continue to be concerned, considering that the natural conditions of the countryside are the main places that are sold and promoted as Live-In Lerep Village tourist destinations. Conservation of nature, and prioritizing aspects of sustainable development really need to be implemented to maintain the existing environmental conditions. Involving the active role of all stakeholders, especially the community, is one answer to being able to preserve the condition of the natural environment so that it can continue to be used as a tourist village which is rich in natural beauty and local wisdom.

Promotion

Promotion is an effort to disseminate information to the public or tourists to attract their interests to come to the promoted tourist destination. Promotional aspects carried out in Lerep Village are still very limited. Based on online searches, information regarding the Lerep Tourism Village and Live-In educational programs is still very limited. This is a special concern that needs to be improved. It is necessary to involve young people who understand technology so they can promote Live-In Lerep Village more through social media. Optimizing promotions through social media such as Instagram, Twitter, Websites, and even Tiktok really need to be done, considering that the majority of people from all corners of the world currently use the media as a material for seeking information.

Therefore, based on that participants in the lives in programs are required to take part in a video competition for promotional purposes. The video acts as a result of the report with the following requirements:

- a. Participants have Instagram and follow the Instagram account @desawisatalerep.
- b. Participants make a short video about their activities while at the Lerep Tourism Village.
- c. Participants upload the video and tag the Instagram account @desawisatalerep.
- d. Participants must give 'review' on google maps of Lerep Tourism Village.
- e. Participants must send screenshots via Direct Message (DM) @desawisatalerep.
- f. The submission deadline is 2 days after the event.
- g. Announcement of the winner of the best short video is 4 days after the event.
- h. Participants are not allowed to exchange homestays with other participants.

- i. Participants must obtain permission from the owner of the homestay if they want to leave the homestay so they will not get lost.

Attraction

Tourist attractions are also aspects whose selling value in tourist destinations. Tourist attractions are a feature that is superior in tourist destinations, the more tourist attractions offered result in the more attractive destinations to visit. The advantages of Gondang Tourism Village is that this village offers many tourist attractions not only Live-In, but also other tourist attractions such as campsites and waterfall photo locations. However, overall tourist attractions offered are very dependent on the condition of the natural beauty owned. Presenting innovative tourism events which are only held at certain times can also be a prime attraction for Lerep Tourism Village in the future. Furthermore, there needs to be innovations in tourist attractions based on existing local wisdom, such as the Iriban Wangan Cengining tradition (an event to clean the river which is held once a year in the month of Rajab (Islamic Calendar) on Wednesday Kliwon (Javanese Calendar)).

When the tourists arrived at the location of Lerep Tourism Village, they are given welcome food and drinks. The food served is in the form of snacks consisting of meatball tofu, a typical food of Semarang Regency, and erbu corn which is processed in modern way added with cheese and milk. The drink served is a typical drink from Lerep Village made from steeped coffee leaves.

Welcoming tourists with the performance of a traditional dance, namely Caping Gunung (English term: mountain cap) Dance, aims to give a humanist impression while at the same time providing learning to tourists to continue to preserve local wisdom or the cultures owned by the community, in the midst of modernization which is increasingly eroding the local culture of the community. Caping Gunung Dance is a traditional dance which symbolizes the gratitude of the farming community to God Almighty for an abundant harvest. Caping Gunung dance performance also introduces and educates tourists about the beauty and importance of traditional culture to be preserved in which tourists are given the opportunity to wear hats and to dance together.

Access

As common natural conditions in the village area in Indonesia, access to Lerep Tourism Village tends to be still limited, seen from the roads which are mostly narrow and steep so that large vehicles such as buses cannot enter. Thus, participants must get off at the square and then be picked up by members of Pokdarwis using a pick-up car so they can get to the location. With regard to accommodation during activities in Lerep Village, if the activity site is far enough, tourists will be picked up and escorted by the Pokdarwis committee using motorbikes for small

numbers of tourists and pick-up cars for large numbers of tourists. Several roads are also in a state of disrepair, reflecting the need to improve road access to Lerep Village.

In terms of ease of access to public transportation to Lerep Village, it is still very minimal. Tourists cannot flexibly use public transportation to go to tourist sites. Accordingly, the majority of tourists who visit still use private vehicles as the main means of transportation to Lerep Tourism Village. This condition needs to be considered by policy makers to be able to encourage the development and improvement of access to Tourism Villages as strategic local economic locations.

Amenity

The completeness of the facilities at the Lerep Tourism Village in Live-In Tourism is considered quite good, considering that the implementation of Live-In optimizes homestays which are commonly managed by the owners or the residents independently. Therefore, public facilities such as proper bedrooms, bathrooms, dining rooms, prayer rooms/mosques, parking locations and other facilities are considered adequate. Although the completeness of the facilities available is considered good enough, not all homestays hold a CHSE certificate. Currently, only 30 homestay owners have certificates, while the rest do not have one. The provision of facilities must be supported by the capacity of the community hosting the Live-In implementation, because in this case it is the host whose the authority to regulate the cleanliness and quality of the facilities provided. The Live-In tourism coordinator is also assigned with monitoring so that the quality of the facilities provided is in accordance with the standards set for each residence used for Live In in Lerep Village.

Ancillary

Support from the community is an important point which needs to be maintained in developing Lerep Tourism Village with Live-In Edutourism being a part of it. However, support for the development of Live-In of Gondang village needs to be increased by cooperating with investors or the private sector in developing tourist destinations and building public access to Lerep Tourism Village. Multistakeholders' collaboration needs to be established to support the sustainability of educational tourism in Lerep Village.

Conclusion

Lerep Tourism Village services highly varies, each activity is able to provide tourists with various lessons about the importance of environmental preservation and local wisdom. Reviewed from 3P + 4A, the tourism development of Lerep Village has been very good with regarding to environmental conditions and local wisdom as a superior base for its Tourism package.

In terms of the price of the tour package, it is quite affordable and in accordance with the facilities provided. However, it is necessary to pay attention to the long-term maintenance costs of tourist destinations, so that the environmental sustainability of tourist destinations is well preserved. In terms of location, prioritizing natural beauty is an effort to preserve nature and local wisdom, but it is necessary to have an active role for all stakeholders in maintaining the sustainability of the natural environment. The promotion aspect is an aspect that is still not optimal, thus, it is necessary to optimize tourism promotion through social media such as Instagram, Twitter, Website, Tiktok and other media.

The tourist attractions provided are abundantly varied, but to maintain the sustainability of tourism and so that tourism is not monotonous, Lerep tourism management needs to present innovations in tourist events which are only held at certain times which can also be a leading attraction for Lerep Tourism Village in the future. Access to the Lerep Tourism Village is an aspect that needs special attention for policy makers considering that access to the Lerep Tourism Village, such as roads and the availability of public transportation, is very limited. Regarding the existing tourist facilities in Lerep Tourism Village, it is considered sufficient, nevertheless, in the future, it is necessary to standardize the provision of facilities such as bedrooms, bathrooms, places of worship, dining rooms, and parking areas. In addition, it is necessary to increase the capacity of the community that hosts tourists during the tourist visit.

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