



Research Paper

## Development Strategy of Village Potential Through Embung Tourism, Sambigede Village, Binangun District, Blitar Regency, Indonesia

Nur Laili Nimaturohmah, Sihwahjoeni, Angga Rizki Hartiana, Afifah Megarani  
(University of Merdeka Malang, Indonesia)  
Corresponding Author: Nur Laili Nimaturohmah

**ABSTRACT:** *Seloputih Embung is a Embung located in Sambigede Village, Binangun District, Blitar Regency. The Seloputih Embung has the potential to be developed to become a good tourist spot. With the construction of the Embung, it is hoped that it will increase the income of the MSME community in Sambigede Village, especially the people around the Embung. The purpose of this study is to determine what strategies can be used in the development of Seloputih Embung tourism. Techniques come from man through observation and documentation. The results showed that the Seloputih Embung tourism in Sambigede Village, Binangun District, Blitar is likely to continue to grow.*

*Keywords: Tourism, Tourism Development, Strategy*

*Received 02 Dec, 2021; Revised 14 Dec, 2021; Accepted 16 Dec, 2021 © The author(s) 2021.*

*Published with open access at [www.questjournals.org](http://www.questjournals.org)*

### I. INTRODUCTION

Tourism is a sector that plays an important role in increasing income. This is because tourism is a sector that is considered profitable and has the potential to be developed. According to the Big Indonesian Dictionary, tourism is everything related to travel for recreation, travelers and tourism. The development of a place that is used as a tourist area is expected to be a source and potential for reliable economic activity, and able to promote economic activity so that employment, community income, and regional income increase.

The Covid-19 pandemic has had a significant impact on national tourism, so strategic steps are needed to accelerate its recovery. For this reason, the tourism sector must adapt to new habits or the new normal. In addition, nature tourism is the main choice for tourists because it has a smaller risk of transmission. The development and development of tourism that has been carried out should be sustainable and maintained in the future. The creation of sustainable tourism requires an important role from all parties, both from the community and the local government. So that currently both the central and regional governments continue to spur the preparation of quality tourist destinations to attract tourist visits, especially domestic tourists. The Seloputih Embung is a natural resource that should be developed because it has unspoiled natural scenery. This dam is located in Paldoyong Hamlet, Sambigede Village. Sambigede Village is one of the villages located in Binangun District, Blitar Regency. The development experienced by Sambigede Village is also supported by the livelihoods of the villagers, the majority of whom work in agriculture, some as civil servants and traders. Another livelihood that the residents of Sambigede Village are engaged in is in the field of handicrafts. Around the Embung location, there are many wood carving craftsmen whose end results can be in the form of cabinets, tables, chairs, and several other carving products. Sambigede Village is one of the villages located in Binangun District, Blitar Regency. The development experienced by Sambigede Village is also supported by the livelihoods of the villagers, the majority of whom work in agriculture, some as civil servants and traders. Another livelihood that the residents of Sambigede Village are engaged in is in the field of handicrafts. Around the Embung location, there are many wood carving craftsmen whose end results can be in the form of cabinets, tables, chairs, and several other carving products. Sambigede Village is one of the villages located in Binangun District, Blitar Regency. The development experienced by Sambigede Village is also supported by the livelihoods of the villagers, the majority of whom work in agriculture, some as civil servants and traders. Another livelihood that the residents of Sambigede Village are engaged in is in the field of handicrafts. Around

the Embung location, there are many wood carving craftsmen whose end results can be in the form of cabinets, tables, chairs, and several other carving products.

The potential that should be developed is the Seloputih Embung tourism. This Seloputih Embung has its own peculiarities, including beautiful and natural views, fresh air, easy access, and quite close to residential areas. So far, the Seloputih Embung has not been fully utilized by the surrounding community.

The development of the Seloputih Embung Tourism is expected to attract as many visitors as possible so that the superior product of Blitar Regency can be famous outside the region. With the large number of visitors, it is hoped that it will have a good impact on MSMEs around the location. With the development of this tourism, it is also hoped that the Creative Industry Businesses of the residents of Sambigede Village such as Kaju carving crafts, bag crafts from used goods, and light snacks can be famous outside the area.

Based on the background above, there is a problem formulation as follows. What is the strategy to develop the tourism potential of the Seloputih Embung?

Based on the formulation of the problem, it can be seen that the purpose of this research is to find out what strategy is appropriate to use for the development of Seloputih Embung tourism in Sambigede Village.

## **II. THEORETICAL BASIS**

### **2.1. Tourist**

Etymologically tourism comes from the word "pari" which means repeatedly or many times, and "tourism" which means travel or traveling that leads to the word "travel". Thus tourism can be interpreted as a planned trip carried out individually or in groups with the aim of obtaining satisfaction and pleasure.

According to Yoeti in Yuniningsih (2018) the tourism criteria are:

- a) Travel is carried out from one place to another outside the place of residence.
- b) Travel is done for fun, not for a living.
- c) The money spent by the tourist is taken from his country of origin, where he can live or reside, and is not obtained because of the results of the business while on the tour.
- d) The trip is a minimum of 24 hours or more.

### **2.2. Tourism Development**

Tourism development is an effort to attract tourists by providing the facilities needed by tourists. Tourism development can be interpreted as an effort to complement or improve the facilities and services needed by the community (Pearce (1981:12). According to Hadiwijoyo (2012:69) the components of tourism development that must exist are Attraction and Accommodation. According to Yuniningsih (2018), there are 6 components in tourism development, including Attractions, Accessibilities, Amenities, Accommodation, Ancillary services, Activities. To visit a tourism place for the first time. Attractions are based on several things, such as the characteristics of the surrounding nature, culture, and government. Accessibilities are related to the facilities and infrastructure needed by tourists. Facilities can be in the form of roads, vehicle stops (terminals, stations, toll roads, etc.). Amenities are other facilities needed by tourists, such as restaurants, handicraft retail outlets, public services, and other public places. Accommodation is a place to stay in a tourist village. Accommodation usually consists of hotels, homestays and some residents' houses. Activities in question are activities that can attract tourists to come to tourist objects. Ancillary services. According to (Coiper et al, 2020) Ancillary service is support from organizations, governments, and communities.

### **2.3. Tourist Village**

According to Muliawan, (2008) Tourism Village is a village that has the potential for uniqueness and unique tourist attraction, both in terms of the physical character of the natural environment and the socio-cultural life of the community, managed in an attractive and natural way by developing tourism support facilities, in a harmonious environment and good management. so that it can attract tourists to visit and can improve the welfare and empowerment of local communities. Principles of tourism village management (Muliawan, 2008):

- a) Utilization of local village community facilities and infrastructure.
- b) Can benefit society.
- c) Facilitate reciprocal relationships with local communities.
- d) The local community is involved in the activities.
- e) Developing village tourism products

### **2.4. Supporting and Inhibiting Factors of Tourism Village Development**

According to Sunaryo (2013) the Supporting and Inhibiting Factors of a tourism product (tourism supply side) which is usually in the form of a tourism destination system will consist of or offer at least several main components as follows:

- a. Supporting factors
  - 1) Adequate public facilities
  - 2) Nature-based tourism and culture that has an attraction
  - 3) Local people who host
  - 4) Accommodation and other supporting facilities
- b. Obstacle factor
  - 1) A tourist attraction that has not been managed properly by the government and the surrounding community.
  - 2) Management of tourism potential that has not been maximized and infrastructure facilities are still limited.

### **III. RESEARCH METHODS**

This study uses a descriptive qualitative research design, namely to provide a systematic, factual and accurate description of the facts of the development of the Seloputih Embung Tourism Village in Sambigede Village, Binangun District, Blitar Regency.

The subjects in this study were determined by purposive sampling method, while the subjects of this study were as follows: the village head of Sambigede, and the people of Sambigede

The data sources in this research are primary data sources and secondary data sources. Data collection techniques in this study are observation, interviews, and documentation. Data analysis and interpretation in this study were carried out by means of data reduction, data presentation, and conclusions or data verification. The data analysis technique used by the researcher is the Componential Analysis Technique.

### **IV. DISCUSSION**

In the development of Seloputih Embung tourism in Sambigede village, researchers used 6 dimensions of tourism development, namely Attraction, Accessibility, Amenities, Accomodation, Activity and Ancillary Service in analyze it.

#### **1) Attractions**

Various interesting tourist attractions are presented at the Seloputih Embung in order to give an impression to visitors. The tourist attractions of the Seloputih Embung include photo spots, seats and gazebos to enjoy the beauty of the Seloputih Embung.

To increase the tourist attraction of course there are tourist attractions that want to be developed in the Seloputih Embung. In the future, Embung tourism will develop a fruit picking tour, which is currently still in the process of setting up and planting seeds. Other developments, such as fishing grounds, roads surrounding ponds and sports facilities, are still hampered by the lack of available funds.

The tourist attractions of the Seloputih Embung are expected to have an impact on the community, especially in the economy. However, in their participation, the management of attractions is not optimal. Due to the lack of participation from the community regarding tourism management.

#### **2) Accessibility**

Access includes facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes or travel patterns must be available (Cooper et al, 2000). Seloputih Embung tourism distance with the main road, namely Blitar highway-Malang 20 minutes or 8.5 km. This tourist attraction is located on a village road so that not many local people pass by the district. Seloputih Embung tourism can be reached from various directions. Access from Kesamben station takes 20 minutes with a distance of 8.5 km, and from Brongkos terminal 22 minutes with a distance of 10 km. Access to tourist destinations can be private transportation such as four-wheeled vehicles, or two-wheeled vehicles.

The condition of the road to the Seloputih Embung is not completely good, there are still roads that are damaged, especially when entering the village of Sambigede and have potholes that need repair. Based on the results of field research conducted by researchers, the accessibility to Seloputih Embung tourism is not good enough, the road when entering the Embung area is still quite dangerous soil in the rainy season. The village head of Sambigede hopes that in the future the road access to the tourist Embung can be improved. Another thing that is lacking in accessibility in Seloputih Embung tourism is the absence of signage or alleys as location markers.

#### **3) Amenities**

In the Seloputih Embung tourist area, it is quite easy to find supporting facilities such as bank agents, clinics, and places of worship. The location of the Seloputih Embung Tourism which is quite close to the main

road (highway) makes it easier for visitors to find amenities. There are also small stalls run by residents close to tourist sites.

However, from the various existing facilities, the Seloputih Embung tourism does not yet have a public toilet. So every tourist who wants to go to the restroom can use the prayer room bathroom. Customer satisfaction can be determined from the overall feelings and attitudes of a person towards an item that has been purchased (Solomon, 2002). Therefore, tourism must also prioritize how the satisfied feeling of visitors is achieved, one way is by making improvements at least on tourist amenities. In the future, the development of amenities that will be carried out at the Seloputih Embung is to build a stand to sell food whose concept is like a foodcourt from the surrounding community SMEs and which is managed by BUMDes. The place is already available, namely on vacant land close to the Seloputih Embung.

#### **4) Accommodation**

Seloputih Embung tourism does not yet have adequate accommodation. This can be an opportunity for entrepreneurs or the surrounding community. In his theory Munavizt (2010) suggests that accommodation is divided into three types, including:

- a. Commercial Accommodation, namely accommodation that is built and operated solely to seek the greatest profit.
- b. Semi Commercial Accommodation, namely accommodation that is built and operated not only for commercial purposes, but also for social purposes (underprivileged communities).
- c. Non Commercial Accommodation, namely accommodation built and operated solely for non-commercial purposes, namely not seeking profit or solely for social purposes or free assistance, but specifically for certain groups/groups and also for certain purposes.

#### **5) Activity**

Seloputih Embung tourism has various tourist activities that visitors can do, including taking selfies, sitting with the closest people to enjoy the Embung or the sunset. In the future, of course, the Seloputih Embung tourism will develop existing tourist activities so that visitors do not feel bored and can visit again. Activities that will be developed in the Seloputih Embung tourism are the construction of fishing grounds, swimming pools, fruit picking areas and jogging tracks. Later visitors can pick the fruit and enjoy the results directly.

#### **6) Ancillary Service**

Regarding the ancillary service at the Seloputih Embung, we don't have any. With the Seloputih Embung tourism, it is hoped that the community will be encouraged to promote Seloputih Embung tourism through several social media such as Facebook, Instagram and WhatsApp. The village of Sambigede does not yet have a collaboration with the private sector to become a CSR.

### **Supporting and Inhibiting Factors in the Development of Seloputih Embung tourism**

#### **1) Supporting factors**

##### **a. The area of the seloputih Embung**

The size of the Embung area is one of the supporting factors in the development of Seloputih Embung tourism. The large area allows for tourism development so that it can be a strength for more choices of people who travel. With the extent of the Seloputih Embung, if it continues to be developed it will be able to promote tourism, it can be an additional source of village income and it depends on how the tourism manager can invite the community to participate so that it can provide mutual benefits.

##### **b. There are no tours in the surrounding area**

The absence of tourism around the Seloputih Embung is a supporting factor in the development of Embung tourism. This can make the Tourism Village manager more enthusiastic to think of new breakthroughs to add tourist attractions in the Seloputih Embung.

#### **2) Obstacle factor**

##### **Lack of cooperation with the government and investors**

The form of cooperation carried out by the Sambigede Village is only with the government and universities. There has been no collaboration between the Sambigede Village with the private sector and CSR. Even though CSR involvement is felt to be able to help tourism development, especially in infrastructure.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

The development of Seloputih Embung tourism has not been said to be optimal. This is because the components of tourism development are still not optimal. Currently, Seloputih Embung tourism is developing a tourist attraction, namely fruit picking tourism. Accessibility in the Seloputih Embung is not good enough, the village roads to the Embung are still full of holes and the road to the Embung is still dirt. The development of amenities that will be carried out at the Seloputih Embung Tourism is to build a stand that sells food from SMEs from the surrounding community and from BUMDes. Development for Activities that will be developed in Seloputih Embung Tourism are the construction of fishing grounds and fruit picking tours.

### 5.2. Suggestion

Based on the results of research found in the field, efforts to overcome several problems in the development of Seloputih Embung Tourism include:

- 1) The government should pay more attention to the development of Seloputih Embung tourism by providing development funds for facilities and accessibility.
- 2) The village government is expected to build cooperation with various parties, both with the government and with investors or the private sector.

## REFERENCES

- [1]. Bambang, Sunaryo. 2013. *Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya di Indonesia*. Yogyakarta: Gava Media.
- [2]. Hadiwijoyo, S. S. 2012. *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat (Sebuah Pendekatan Konsep)*. Yogyakarta: Graha Ilmu.
- [3]. Hadiwijoyo, Surya Sakti. 2012. *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat (Sebuah Pendekatan Konsep)*. Yogyakarta: Graha Ilmu
- [4]. Keban, Yeremias. 2008. *Enam Dimensi Ilmu Administrasi Publik*. Yogyakarta: Gava Media.
- [5]. Muliawan, H. 2008. *Pengembangan Pariwisata Berbasis Masyarakat Konsep dan Implementasi*.
- [6]. Munasef. 1995. *Manajemen Usaha Pariwisata di Indonesia*. Jakarta: PT. Toko Gunung Agung.
- [7]. Pearce, D. 1995. *Tourism a Community Approach. 2nd*: Harlow Longman.
- [8]. Putra, Agus Muriawan. 2006. Konsep Desa Wisata. *Jurnal Manajemen Pariwisata Volume 5 Nomer 1*.
- [9]. Spillane J.J. 1987. *Pariwisata Indonesia Sejarah dan Prospeknya*. Yogyakarta.
- [10]. Sugiama, A Gima. 2014. *Pengembangan Bisnis dan Pemasaran Aset Pariwisata Edisi 1*. Guardaya Intimarta: Bandung.
- [11]. Sukarna. 2011. *Dasar-dasar Manajemen*. Bandung: Mandar Maju.
- [12]. Tri Yuniningsih, S. F. 2018. *Analisis Komponen Pengembangan Pariwisata Desa Wisata Wonolopo Kota Semarang*.
- [13]. Yuniningsih, T. 2018. *Analisis Jaringan Aktor Dalam Implementasi Kebijakan Pengembangan Wisata Kota Semarang*. Diertasi, FISIP, DAP, Universitas Diponegoro Semarang.