

Development of Batu Kumbung Tourism Village Based on Creative Economy

Rahman*¹, Ihyana Hulfa², Baiq Nikmatul Ulya³, Siti Hamdiah Rojabi⁴

^{1,2,3,4}Tourism Program, Faculty Economics and Business, Universitas Mataram

E-mail Corresponding Author: rahman@unram.ac.id

Article History	Abstrak
Accepted: 30 October 2023 Revised: 15 November 2023 Published: 02 December 2023	<p><i>Batu Kumbung comprises one of the many Tourism Villages located within the Lingsar District of West Lombok Regency. Among the various tourist attractions on offer, visitors can enjoy horticultural tourism, fisheries, cultural experiences, creative arts, handicrafts, ecotourism, and agricultural experiences. These include Tirta Tourism Village, Cultural Tourism Village, Mina Tourism Village, Arts Tourism Village, Agricultural Tourism Village, Ecotourism Village, Craft Tourism Village, and Agro Tourism Village. The objective of this project is to promote a variety of tourism options in each of the village's hamlets, focusing on their unique characteristics. To support the development of a creative economy-based tourism village, a comprehensive study is required. This study employed qualitative methods by collecting data through field observations, interviews, and literature studies. The findings illustrated that the Batu Kumbung tourism village development model features various tourist attractions, including swimming pool tours and processed catfish delicacies such as shredded catfish, catfish skin crackers, and catfish nuggets. These attractions are capable of drawing tourists from distant regions and visitors from NTB. The creative economy of Batu Kumbung tourism village could encompass approximately 90 UMKM players hailing from the village itself, with 60 of these participants actively engaged in the development of Batu Kumbung tourism village.</i></p> <p>Keywords: <i>Tourism village, Batu Kumbung, creative economy, tourist attraction.</i></p>



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

INTRODUCTION

Indonesia is an archipelago spanning from Sabang to Merauke in the east, rich in natural resources and boasting a plethora of languages, tribes, religions, customs, and cultures. There are also numerous locations throughout the country which offer great potential as distinctive tourist destinations, providing significant benefits to the state. According to Presidential Instruction No. 16 of 2005, tourism plays a vital role in promoting economic development in Indonesia, as it generates foreign exchange, creates job opportunities, and enhances business prospects for the local community. Moreover, tourism has the potential to enhance the quality of life, particularly

for those living in the vicinity of tourist destinations. Thus, tourism has the potential to enhance the well-being of the community in terms of both material and spiritual aspects, as well as enhance cultural and intellectual welfare. Consequently, it is imperative to approach the development of the tourism sector in a serious, well-planned, and professional manner. This will facilitate the utilisation and expansion of tourism assets as a key sector in the development process, while also attracting local and International tourists in the future.

Tourism is a decisive factor for development in Indonesia. It represents a strategic and lively sector in addition to the oil, gas, and mining sectors. Indonesia's tourism industry has attained a prominent position both nationally and internationally. The Kemenparekraf Strategic Plan 2020-2024 specifies that Kemenparekraf enhances economic resilience to achieve high-quality and equitable growth. To achieve this, Kemenparekraf/Baparekraf is actively supporting the priority program of enhancing the carrying capacity and quality of economic resources as a means of achieving sustainable economic development. There is a wealth of natural and cultural resources, spanning from Sabang to Merauke, that hold great potential as tourism commodities to be further developed through tourism-related activities. The promotion of the creative economy that began in 2015 can be fostered successfully through a populist economy that leverages the diverse creativity of the nation's children. Craft, culinary, fine arts, product design, and video design are amongst the potential creative outlets that can be encouraged through the tourism ministry programme.

The creation of ten priority tourist destinations aligns with the requirements of Government Regulation No. 50 of 2011 regarding RIPPARNAS, which is linked to the President of the Republic of Indonesia's Nawacita programme. These ten tourist destinations of high priority are listed in Government Regulation No. 50 of 2011, Article 13, Paragraph (1), Letter a, which pertains to the Development of Detailed Development Plans for National Tourism Strategic Areas (KSPN) and Law No. 39 of 2009 on Special Economic Zones (KEK). The ten destinations under consideration comprise Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Tanjung Lesung in Banten, Kepulauan Seribu in DKI Jakarta, Borobudur and its environs in Central Java, Bromo Tengger Semeru in East Java, Labuan Bajo in NTT, Wakatobi in Southeast Sulawesi, Morotai Island in North Maluku, and Mandalika in NTB. Alongside the establishment of ten crucial tourist destinations, the Indonesian government - with a focus on the Ministry of Tourism and Creative Economy (Kemenparekraf) - aims to develop tourist villages in accordance with the 2020-2024 RPJMN. Kemenparekraf's objective is to certify 244 tourist villages as independent tourist villages by 2024. A tourist village integrates attractions, accommodation, and supporting facilities into a community structure with prevailing procedures and traditions (Nuryanti, wiendu, 1993). Local community activities, such as farming, animal husbandry, and gardening, offer tourists an interesting and memorable experience, encouraging them to revisit in the future. The tourist village should also consider the accommodation options for visitors from distant locations, such as homestays and other facilities that can extend the duration of their stay.

Batu Kumbang Tourism Village was established and designated as a tourist village in 2022 through the Decree of the Regent of West Lombok, number 188.45/226/dispar/2022. As one of

the villages in West Lombok Regency, Batu Kumbung Tourism Village boasts a highly fertile agricultural and plantation area, as well as plentiful water sources. Furthermore, the village's natural, untouched conditions add tremendous value for tourists seeking an authentic experience. Tourists visiting Batu Kumbung Tourism Village can enjoy a range of attractions, including horticulture, fisheries, cultural activities, arts and crafts, ecotourism, and agricultural tourism development. The management of Batu Kumbung Desawisata is overseen by a community group called Pokdarwis, which involves local residents in providing for the needs of visitors. The village has a distinctive concept for developing its tourist attractions, ensuring a unique experience for visitors. Tourist attractions in each hamlet of Batu Kumbung village have been developed based on their respective advantages and potential, and are thematically distinct. Batu Kumbung Tourism Village offers the following themes: Tirta Tourism Village, Cultural Tourism Village, Mina Tourism Village, Arts Tourism Village, Agricultural Tourism Village, Ecotourism Village, Craft Tourism Village, and Agro Tourism Village.

RESEARCH METHOD

This study employs qualitative research methods to depict and examine the progression of tourism-based creative economy in Batu Kumbung village, located in West Lombok Regency in West Nusa Tenggara. This study employs qualitative research methods to depict and examine the progression of tourism-based creative economy in Batu Kumbung village, located in West Lombok Regency in West Nusa Tenggara. Technical terms are provided in full upon their first use. The language is kept formal, objective, and free from emotional or biased statements. The text adheres to conventional formatting style, including regular citations and a consistent use of footnotes. Ambiguity is avoided, and causal connections between statements are established to present a clear and logical flow of information. The research was carried out across Batu Kumbung Tourism Village in Lingsar District from January 2023 to November 2022. In research, it is essential to use appropriate methods and precise data collection techniques to ensure objectivity. The purpose of data collection is to obtain accurate facts necessary to reach the research objectives formulated. The techniques employed in this study include the following.

1. Observation

Observation is a method of gathering data through direct observations of the phenomena (situation, condition) occurring in the subject of study with regards to community involvement in tourism development. This study centres on the development model of Batu Kumbung Tourism Village.

2. Interview

Interviews are a data collection method utilised to gather information by directly questioning individuals connected to the research. It is important to ensure objectivity by avoiding subjective evaluations, maintaining a clear and concise structure while explaining technical terms, and using clear, value-neutral language. Additionally, a conventional structure should be followed, adhering to standard citation and footnote styles, and avoiding biased language or informal expressions. A grammatically correct text that is free from errors and

employs precise subject-specific vocabulary is essential for academic writing quality. Interviews can serve three purposes as a data collection method (Nawawi, 2007): (1) as the primary data collection technique, (2) as a supplementary method to gather data that is not observable, and (3) as a criterion to evaluate the truth, accuracy, and precision of data obtained through other methods. Technical terms will be explained upon first use. The language used will be clear, objective, formal, and value-neutral with regular structure and consistent technical vocabulary. Bias will be avoided, and grammatical accuracy will be ensured according to British English standards. Researchers utilised unstructured interview protocols to amass information which was subsequently analysed to gain an overview of the progression of Batu Kumbang Tourism Village.

3. Literature Review

Document analysis is a method of gathering data from written sources such as archives, relevant books on previous opinions, theories, and other materials related to research. This approach enables scholars to examine text and extract pertinent information, which can lead to a deeper understanding of the subject matter (*4 (Empat) Pilar Pembangunan Kepariwisata Indonesia Halaman All - Kompasiana*, n.d.)

The data analysis used in this study is as follows; Editing involves correcting and revising data compiled for research purposes, while sorting entails compiling and organizing data collected from the results of data collection. Data tabulation is the systematic gathering of data from a source and presenting it in a table format. It is a clear and concise way to present information and should be used when necessary. Any abbreviations used should be explained upon their first use, and language should be objective, value-neutral, and formal. A logical flow of information is necessary and causal connections between statements must be made. Sentences should be written in a structured and clear manner following the rules of grammar, and precision should be used when choosing subject-specific vocabulary. Avoid biased language and always maintain consistency in formatting, citation, and footnote style.

Meloeng (2013) defines data analysis as the systematic organisation and categorisation of data to identify patterns and derive conclusions. Consequently, data obtained via observational, interview-based, and document-based research techniques will be analysed using qualitative descriptive methods to extract valuable insights..

During this study, we employed qualitative descriptive analysis techniques in order to analyze the collected data. Our analysis focused on objectively presenting and interpreting the data in a clear and concise manner, using standard technical terminology while avoiding biased or ornamental language. We aimed to ensure the logical flow of information, using causal connections between statements and avoiding sprawling descriptions or complex terminology where possible. Additionally, we maintained a formal register, adhered to language-specific spellings and grammar rules, and ensured the text was free from errors in spelling, grammar, and punctuation:

1. Data Reduction

Data was gathered through observations, interviews and document studies concerning community involvement in tourism development and topics related to the research. Only

relevant information was considered, specifically focusing on the research's impact and discarding any unnecessary data.

2. Data Serving

Miles and Huberman (in Sugiono, 2007) assert that narrative text is the most frequently employed approach for presenting qualitative research data. This method facilitates researchers' ability to explicate and comprehend the overall and specific aspects of the data.

3. Inference

Drawing conclusions is an imperative process that seeks to derive meaning and explanation from analysed data by identifying key elements. It involves reducing and presenting data before reaching conclusive statements that offer solutions to the research problem, making it a crucial aspect of qualitative research.

RESULT AND DISCUSSION

Creative tourism attraction development model in Batu Kumbung tourism village

Batu Kumbung Village towards Tourism Village

Development of a model or concept for digital economy-based tourism in Batu Kumbung village. Historically an administrative village, the primary potential of Batu Kumbung relied on agriculture in 2007 and 2009. However, coinciding with activities from the Ministry of Communication and Information, the Batu Kumbung village community began advocating for youth programmes. At the outset of the initiative, the aim was to gather information regarding the Batukumbung village profile, with a focus on agriculture, fisheries, demographics, and community economy data. The youth group failed to sustain the programme due to the lack of commitment from the Batu Kumbung village government..

In 2013, a number of leaders from Batukumbung village discussed strategies to promote economic growth. The following year, the Batu kumbung youth group launched a programme aimed at strengthening the village's internal network and further developing the Batukumbung community. As of 2018, the communication infrastructure within the village has undergone some improvements, which have resulted in better support for the completion of Batukumbung village profiles.

The community group created a GPS-based programme (role model) to assess the village's condition. The model contains data on the location, number, facilities, and infrastructure of the village, including mapping of electricity poles, village road infrastructure, houses, data on residents, buildings, and surroundings. The language is clear, formal, and objective, with a logical flow of information. The text is grammatically correct and free from spelling and punctuation errors. The model contains data on the location, number, facilities, and infrastructure of the village, including mapping of electricity poles, village road infrastructure, houses, data on residents, buildings, and surroundings. Clarification of technical terms is provided where necessary. The presented information serves as a definitive data source for the Batu Kumbung Village apparatus to understand the village's conditions. The village's development plans were agreed upon by various groups, including the youth organisation, DPD, LPM, community sports groups, and the

village government in 2018. This led to a commitment between the village government and the youth's aspirations, resulting in the creation of a digital economy-based tourism village in the 2018 RPJM.

Development of Batu Kumbung village tourism attractions

The creation of tourist attractions in Batukumbung Village was initiated in 2019, with the support of RP.300 million from the village's BUMDES (Pokdarwis Desawisata Batukumbung, 2023). The first step involved the construction of a vehicle swimming pool located in Manggong Hamlet. The Manggong Swimming Pool boasts a natural spring water source, which originates from one of the sizeable springs in Manggong Hamlet. The site's tourism infrastructure, consisting of easy access, state-of-the-art amenities and locally-owned UMKMs, attracts numerous domestic visitors.

In addition to the swimming pool, various creative economic tourism attractions have been established, such as the processing of catfish into several products, including shredded catfish and catfish skin crackers. These products have expanded their reach beyond the Java region. There is potential for these processed catfish products to bolster tourism in the Batukumbung tourism village. Other products in development include candied tomatoes and souvenirs packaged with bulayak satay.

Creative economy supports tourism activities and its impact on the tourism village community Batu Kumbung

Based on the results of interviews with Pokdarwis (Edong) during observations that many community activities have now changed occupations from farmers to traders in Batukumbung village. The following data was obtained from the Batukumbung Pokdarwis who are directly involved in tourism activities.

No	Tourism Attraction	UMKM
1	Kolam Manggong	25
2	Peternak Ikan lele	10
3	Ekraf ikan lele	15
4	Ekraf tomato	5
5	Kuliner satay bulayak	20
	Total	70

Source: Pokdarwis Batukumbung, 2023.

The above data can explain that the development of creative economy-based tourism in Manggong Tourism Village is going well because about 20 people are directly involved in creative economy products. The products that can be produced are Abon Lele, Manisan Toman, Gantungan (Tomato Syrup), Poteng Taun, which is brem pulp made into dodol that lasts for 1 year, Baby Koy products, nuggets, pilus, curry, skin crackers. List of hamlets producing creative products in the batukumbung tourism village:

1. Kampung MINA (baby koyo, nugget, pilus, gulai, krupuk kulit lele)
2. Ekowisata (palm sugar semit, wedang sherbet bottled)
3. Kampung tani (dodol tomat, peyek ubi)
4. Kampung kerajinan (dodol Nangka, poteng taun, kelepon, cerorot, sumping) in Repuk Kenawe hamlet sold by Mirasa.
5. Kampung agro (sate bulayak which still keeps the history, the origin of sate bulayak which is planned to be developed for gastronomy)
6. Kampung seni (Balinese dance group dewi kunti and pereseaan paguyuban setar betaji lingsar that become the flagship)

Batu Kumbang Village also produces traditional weaving, as many as 20 weavers, but only homogeneous stagen motifs, cannot have other motifs. The stagen is supplied to Sukarare, we are a producer of stagen weaving. Bumdes partners with UMKMs and also promotes UMKMs by providing capital and is returned according to the capital provided, but it often happens that the community carries over and we allocate the surplus to social funds. So the economic results are used as social funds, like death. Pooled funds are collected by counting the number of lives, up to a maximum of 5000. Partly for investment in the BUMDES and 30% for social funds such as sickness. The BUMDES does not determine the percentage of return, but we set a target return. The target for the UMKM products is not tourists, but health authorities, because of the value of shredded catfish for the body's immunity and the approach with UNICEF. We have also made sales in Sasakku, but there are not enough buyers. The cross section of purchases of UMKM products in the tourist village of Batukumbang is still dominated by travel, travel agents about 70% against 30%. 70% direct sales and repeat customers.

CONCLUSION

1. The Batukumbang Tourism Development Model has several tourist attractions such as swimming pool tours, the attraction of processed catfish food into shredded catfish, catfish skin crackers, catfish nuggets that can bring tourists from outside the region and visitors from NTB.
2. Creative economy based tourism activities in Batukumbang Tourism Village can involve about 90 UMKM actors from Batukumbang Village. Of these, 60 creative economy actors were involved in the development of the Batukumbang Tourism Village..

REFERENCES

- Fandeli Chafid, 1992. Kepariwisata alam. Yogyakarta: Liberty.
- Gunawan Sumodiningrat. 2009. Mewujudkan Kesejahteraan Bangsa: Menanggulangi Kemiskinan dengan Prinsip Pemberdayaan Masyarakat. Jakarta: Elex Media Komputindo.
- Hengki Mangiring Parulian Simarmata, 2019. Strategi pengembangan pariwisata berbasis ekonomi kreatif dalam peningkatan perekonomian masyarakat kabupaten toba samosir
- Hasan, M. Iqbal, (2002). Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya, Ghalia Indonesia, Bogor
- Muhammad Rakib, 2017, Strategi pengembangan ekonomi kreatif Berbasis kearifan lokal sebagai Penunjang daya tarik wisata
- Howkins, J. (2007). The Creative Economy, How People Make Money From Ideas. London,

- England: Penguin Book.
- Mill and Morrison. 2009. *The Tourism System*, sixth edition, USA: Kendall Hunt.
- Mardi Yatmo Hutomo. 2000. *Pemberdayaan Masyarakat dalam Bidang Ekonomi: Tinjauan Teoritis dan Implementasi*. Jakarta: Bappenas.
- Shapley, R., & Telfer, D. J. 2002. *Tourism and Development, Concepts & Issues*. Clevedon, Channel View Publications
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Wulandari. LW. 2014. *Pengembangan Wisata Ekonomi Kreatif Desa Wisata Berbasis Budaya Sebagai Niche Market Destination Studi Kasus Pengembangan Desawisata Di Kabupaten Sleman*. APLIKASI BISNIS. Vol 16. No 9.