



Driving Omah Yudi's community empowerment and interest in tourist visits in Temanggung

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ABSTRACT

Omah Yudi is a village that has a wealth of natural and cultural tourism potential but still needs development and community empowerment to improve the quality and attractiveness of its tourist destinations. The research method used is a combination of literature studies, field observations, and interviews with related parties. The results showed that to drive Omah Yudi's community empowerment, a standard tourist service strategy is needed which is applied to Omah Yudi homestay, namely homestay as a place to stay, homestay as a place to vacation for tourists, homestay as a living culture, homestay becomes part of a new family, and homestay sells tour packages with the surrounding area, especially the tourist area closest to the tourist attraction. In addition, collaboration between the government, the private sector, and the local community is also as key to creating a sustainable empowerment program. To increase interest in tourist visits, efforts are needed in the strategy of developing the attractiveness of Omah Yudi as an attractive accommodation, improving infrastructure and adequate tourist facilities, as well as more effective and sustainable promotional campaigns. The development of an authentic and memorable tourist experience will also be an important factor in attracting tourists to visit Omah Yudi. This research is expected to provide guidance and recommendations for local governments and tourism industry players in driving community empowerment and increasing interest in tourist visits so that it can have a positive impact on economic development and the welfare of the local community.

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1. INTRODUCTION

Tourism development according to Swarbrooke (Silitonga & Anom, 2016) is a series of efforts to realize the integrated use of various existing tourism resources and integrate all forms of aspects that exist outside of tourism-related directly or indirectly about the continuity of tourism development. Of course, the purpose of tourism is to provide a positive impact and maximum benefit for all levels and groups of society, both government and private, and tourists. These benefits include: Foreign exchange earnings can be enlarged, expanding employment opportunities, because the number of workers increases every year, expanding business fields, and to increase community income, and also encouraging regional development. (Rusyidi & Fedryansah, 2018)

Every Tourism business (Yustiarti, 2019) requires various adequate facilities in supporting the needs of tourists, one of which is accommodation facilities. Because without adequate accommodation facilities, the tourism business cannot run well and vice versa, without tourism activities the accommodation business will certainly not run optimally. So, among the various forms of tourism services, the most important and complete is what is usually called a hotel. The overall activities of the business world and society are aimed at organizing the travel and stopover needs of tourists. According to Soekadji (1996: 86), there are three potentials for tourism, namely: 1. Natural capital and potential, 2. Cultural capital and potential, 3. Human capital and potential. (Gani, 2020). The implementation of homestay management is related to tourist activities that aim to add new experiences. (Mawahdani, 2018)

Indonesian Law number 10 of 2009, explains that tourism is a travel activity carried out by a person or group of people by visiting certain places, for recreation, personal development, or studying the uniqueness of the tourist attractions visited, within a temporary time. (Ismayanti, 2019)

Tourism is a variety of tourist activities, supported by various facilities and services provided by the community, entrepreneurs, and government. (Ismayanti, 2019). In Law Number 10 of 2009 concerning Tourism, Tourism Attraction is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and manmade products that are the target or destination of tourist visits. (Undang-Undang Republik Indonesia, 2009)

The outbreak of the Covid-19 pandemic has had an impact on all sectors of life, one of which is the tourism sector. Stakeholders set new standards for tourist safety during the Covid-19 era (Nyawo, 2020). But slowly the optimism and productivity of tourism actors in rural areas began to rise. Various innovative efforts have been made by residents of tourism actors in the village to attract visitors. Tourists to visit the location of the attraction only need health reflection or fulfillment of their individual needs to increase immunity. Finding an inn that is sought after is an attraction with natural nuances.

Tourism development through village tourism is now easy to find. In Temanggung, for example, there is Omah Yudhi, which is a place to learn bamboo crafts. One of the natural tourist attractions that can be visited is Omah Yudhi, which is located in Kandangan Village. Here we can stay in a homestay made of bamboo. The development of homestays at Omah Yudi has followed tourist trends, namely following the wishes of tourists who like to stay at home sharing rather than in hotels. (Mahadewi, 2018). Various green and beautiful plants further beautify this place. Small pyramid-shaped houses are built separately from one house to another. Between the houses are rice fields with green rice plants. Of course, comfort and coolness are in favor of Omah Yudhi. An exciting activity that can be done in this place is learning to make bamboo crafts. With the guidance of a companion from Omah Yudhi, we can learn to make simple multipurpose baskets made of bamboo. While doing activities, occasionally eating traditional snacks accompanied by a glass of original Temanggung coffee makes the vacation more complete. Not only do we see but we also learn at the same time (Yustiarti, 2019).

The problem arises where the pandemic phenomenon in the accommodation or lodging industry sector, many tourism businesses are closed and there are also few visitors, but an interesting phenomenon occurred in the Omah Yudhi business venture which continues to survive and develop until now, even the number of visits is increasing. Therefore, whether the development carried out involves empowering the surrounding community and also has something to do with the surrounding attraction.

The concept of tourism-based community empowerment is a concept to place the community as a development actor so that it is no longer just a target of development. So, following the concept of empowerment about the transfer of power, and ability to the community, of course, so that people have the strength to get out of poverty, helplessness can meet the needs of life. Therefore, the community has an important role in the concept of tourism empowerment. (Hairunisya et al., 2020)

Based on the analysis above, the need for an accommodation tourism business development model, namely by Mobilizing Omah Yudi Community Empowerment and Tourist Visit Interest in Temanggung, is needed for the tourism business model strategy, namely accommodation. The implications of this research as a model for community empowerment and

lodging entrepreneurship that was successfully applied during the pandemic and new normal as well as sustainable tourism

2. RESEARCH METHOD

This research uses a qualitative research approach (Langi, 2018) Qualitative research is a research and understanding process based on methodologies that investigate social phenomena and human problems. In this approach, researchers create a complex picture, examine words, detailed reports from respondents' views, and conduct studies in natural situations, Creswell. Bogdan and Taylor in suggesting that qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. (Rodiah & Triyana, 2019)

This research was conducted at Omah Yudi Temanggung, Central Java, by conducting interviews directly with several village community leaders, along with the travel agency, and tourists as informants in this study. In addition to the interview process, there is also an observation process carried out to observe directly to see the truth and test the validity of the data obtained. Guba and Lincoln in (Purnama 2011).

After interviews and observations, the researcher analyzes the data that has been obtained. Data analysis includes activities to examine, categorize, tabulate, test, or combine evidence to answer research problems (Digilib.uinsgd.ac.id, 2019). Data analysis is carried out in real-time, and data collection and data analysis are carried out stimulant and continuously throughout the research period.

The data analysis process begins with analyzing research data, looking at research phenomena, formulating problems, identifying concepts, conceptual literature, formulating interview questions, conducting research, recording interview results, copying interviews into protocols, making core interview results, making categories of research results, creating concepts, defining the results of each research, giving symbols of patterns of research concept models forming and making propositions, constructing research models, proposing and testing the model of conformity of the concepts found with the results of field research.

3. RESULTS AND DISCUSSIONS

Omah Yudi Attraction Development Strategy

A homestay is one of the houses for rent that provides bedrooms, so to develop a homestay must have something that can provide opportunities for guests or tourists to learn a lot about the culture and also cultural traditions around the village. The combination of Homestay products with activities in the rural environment is carried out through cooking activities, learning to dance, learning to paint, learning folk music, cultural tourism, trekking, and agrotourism. (Suharto, 2016), spiritual tourism (Sutama, 2013), and environmental tourism (ecotourism) (Fandeli, 1995); can be used as attractive packaging to offer to tourists (Mahadewi, 2018). Therefore, this is the strength and also the tradition developed by Omah Yudi as a leading tourist attraction in Temanggung.

a. Homestay as a place to stay

Homestays provide a role in developing infrastructure that can increase opportunities for economic improvement and development of the surrounding population. (Kayat & Abstrak, 2006) Omah Yudi Homestay provides comfort to tourists seen from the design or natural interior offered to tourists as a service to provide comfort to guests while in the homestay. Omah Yudi also provides comfort in the availability of clean, safe, and comfortable bedrooms. Omah Yudi not only offers comfort and cleanliness for visitors but also provides a sense of family and togetherness to tourists while staying at Omah Yudi homestay (Rizaly et al., 2021). Omah homestay can be seen in (figure 2):



Figure 2. Location of Omah Yudi

Furthermore, the standard applied to Omah Yudi's homestay is: a) Having clean and tidy mattresses, sheets, pillows, bolsters, and blankets, b) The homestay room door can be locked, c) Homestay rooms have a power source, d) Mirrors available in homestay rooms, e) There is good and adequate lighting, f) Clean towels, directions, and prayer equipment are available. Toilet conditions are clean: a) Has good lighting, b) Cleans and tidy: no dirty clothes hanging in the bathroom, as well as crusty or mossy tiles, c) Sufficient and clean toilets, d) Healthy bathtub, e) The bathroom door can be locked, f) Hangers available, g) The owner can provide warm water.

b. Homestay as a vacation spot

The existence of homestays in a tourist area will greatly support the sustainability of tourism (Sutiarso, 2018). Darsono in (Widyaningsih, 2020), argues that the uniqueness of homestay is that (1) it is more in line with the purpose of a vacation, (2) it provides greater freedom in arranging events, dressing, socializing, and so on, (3) closer to nature, (4) more contact with fellow tourists, locals, and their culture, (4) relatively cheaper rates. Furthermore, when tourists have decided to stay at a homestay, the thing they want is to be able to enjoy various attractions or activities in the homestay or when they are around the homestay. Ideally, it is close to the tourist area.

The homestay accommodation program in Malaysia is not new when it comes to designing the tourism scenario. Initially, homestays did not appear to be handled by large entrepreneurs, because the location of homestays is usually close to popular destinations and the products offered are simple according to accommodation standards. Later on, hotel operators would extend their services as tour guides to tourists/accommodation customers (Yahaya Ibrahim, 2010). However, some visitors may cancel their visit and will even decide to visit alternative tourist spots, if they do not seek quick strategies to reduce the number of tourists. One way is to offer other tourism alternatives around the homestay (Yasushi Shoji a et al., 2023).

c. Papringan Market

Omah Yudi is located close to Papringan Market. The market is about 7 km away from Omah Yudi. This traditional market is a unique local wisdom. Its origin is in Kandangan. But then moved to Ngadiprono hamlet, Ngadimulyo Village in Kedu District. The uniqueness of this market is that it is located under a bamboo tree. Adding to the natural impression of this market is the word "*pring*" which means bamboo. Payment is made using bamboo, (Figure 3). There is a place to exchange rupiah money with bamboo coins. 1 coin is equal to Rp. 2000. If there is any leftover, it can be exchanged back with coins. The uniqueness of Pasar Papringan also lies in how the sellers wear traditional clothes, (Figure 4). They wear lurik clothes to distinguish them from the visitors. This is one of the local wisdom that attracts back-to-nature tourists. This description utilizes pro-environmental motive theory according to Gkargkavouzia et al (Mekawy & Elbaz, 2020)



Figure 3. Money chargers with bamboo and exchange tool holder
source: (Nasheha, 2018)



Figure 4. The use of traditional clothing in running the Papringan market
Source: (Nasheha, 2018)

Various traditional market snacks are sold, from gethuk, Judah, tiwul, and many more. The price offered is enough to pay with 1-6 bamboo coins (Rp.2,000 – Rp12,000) to enjoy the food at Papringan market.

d. Embung Kledung

The beauty of Embung Kledung Temanggung is very soothing to the eyes and even this place is a natural tourist Temanggung with a view like in Japan (picture 5).



Figure 5. view of Embung Kledung Temanggung
Source : (Wisatakaka, 2021)

Embung Kledung Nature Tourism Temanggung is located in a mountainous area making Temanggung has many tourist attractions with charming views. One of them is Embung Kledung which is an artificial reservoir located in the south of Mount Sindoro. The attraction offered by this tourist attraction is the enchanting view featuring Embung Kledung with the background of Mount Sindoro and Mount Sumbing. Embung Kledung on holidays will be crowded with tourists just for selfies. The water is very clear and the beautiful atmosphere and charming scenery certainly make you feel at home around this reservoir. Tourists will only be charged a retribution fee for the entrance ticket of Rp.3000, - while for motorbikes Rp. 2000, -.

e. Wapitt (Jumprit Temanggung nature tourism)

Wapitt Temanggung is a very comfortable place for family tours or tours to relieve fatigue to be able to enjoy nature, eat in the open, camp in the middle of the forest, do outbound activities, do exciting picnics, or just take pictures (Figure 6). The location used to be an abandoned location because the pine tree area was attacked by many diseases and was unable to produce sap, so there was an idea to make it a tourist destination. Wapitt is located in Jumprit Hamlet, Tegalrejo Village, Ngadirejo District, Temanggung Regency, Central Java Province. As the name implies, this outdoor-themed place is in the middle of a pine forest that offers a beautiful atmosphere and green scenery.



Figure 6. Photo spot at Wapitt
Source: (Setianingsih, 2020) and Researcher

Many teenagers visit this attraction just to enjoy the music event (picture 7) at night and also with their families or girlfriends just to enjoy the food at the special forest shop in Wapitt. Various types of coffee, milk, chocolate, tea, and ginger drinks can be purchased at a price range of Rp8,000 - Rp30,000. The food menu is no less interesting. Rice boxes, sandwiches, burgers, noodles, toast, and other snacks are available for Rp8,000 - Rp20,000.



Figure 7. Live music at night in Wapitt
Source: (Setianingsih, 2020)

f. Homestay is a place to learn a new culture (living culture)

Homestay in addition to staying overnight is also for a vacation with a concept directed at learning new cultures or dealing with the way people live in their daily lives. Homestays that have an atmosphere that can provide experiences to these tourists can stay long in the homestay. One of the components of homestay development as described by Ibrahim and Razzaq (Noor et al., 2020) namely a variety of cultural products that are tourist attractions such as cultural activities, souvenirs that characterize the region, typical clothes, and so on.

Tourists visiting Omah Yudi itself can take part in several activities such as following the farmer's tradition, where Omah Yudi is located around the rice fields owned by local people who are still beautiful and even still carry out the daily activities of the farming community.

g. Become part of a new family

Homestay management can certainly provide space for the host or manager to multiply connections into a new family. So, positive impressions and reviews from guests are important, so that tourists will still remember their positive experiences while in the homestay and will also voluntarily share stories with various information media and other marketing communications. This is certainly in line with the Sapta Pesona movement (Nasution et al., 2020), (Setiawati & Siwi Tri Aji, 2023) the seventh point (memories) which is the spirit of tourism development in Indonesia.

Omah Yudi provides comfort and also good service to guests or tourists who visit. The author is in Omah Yudi feeling family warmth and also hospitality in the services provided for visitor satisfaction (Figure 8). So that visitors will remain at Omah Yudi will be comfortable and have a new experience and can remember Omah Yudi Part of the guest house feels like his own home.



Figure 8. Research with Omah Yudi Family
Source: primary data

Omah Yudi, when we enter, we feel like we are in the world of Winnie The Pooh cartoons surrounded by beautiful plants, then we feel like we are in Alice in Wonderland where we can see rabbits walking around very funny. There is a common room section or this is a shared space (Figure 9). The common room at Omah Yudi functions not only as a room, but also as a dining room, coffee room, get room, chat room, meeting room, and photo room.



Figure 9. Common room and cottage at Omah Yudi

Source: (Dinilint, 2019)

Development Of Tourist Interest

The development strategy at Omah Yudi in pandemic conditions is to maintain the concept of nature (Laura et al., 2018) and education. In covid-19 conditions, tourists' interests change, tending to return to nature and increase immunity, and increase activities. This change in travel behavior must be anticipated by all tourism industry stakeholders. Such market demands must be understood by all tourism industry stakeholders. In Sangadji (2013), changes in travel behavior can be well anticipated and anticipated by stakeholders to find the best solution for government policy recommendations. (Suprihatin, 2020)

Therefore, cooperation with various travel agencies to provide a travel blog activity to stay at Omah Yudi, or selling Omah Yudi tour packages with the surrounding area, especially tourist areas.

Improvement of excellent service for guests in a way that if tourists or guests want to go around, they will be delivered by the owner/employee just to go around the community to enjoy local life. Check-out hours are 1 day (new night check out). So that tourists can linger to enjoy the atmosphere of Omah Yudi and gain experience and will still remember Omah Yudi, and even promote it. In addition, Omah Yudi provides photo loans for selfies using old-school clothing.

4. CONCLUSION

The attractiveness of Omah Yudi in increasing interest in tourist visits during the pandemic in Temanggung is by carrying out a development strategy with the concept of Homestay as a place to stay, Homestay as a vacations spot, and Homestay as a place to learn new cultures (living culture). Omah Yudi's strategy in supporting tourist interest during the pandemic in Temanggung is to maintain the concept of nature and education, cooperate with various travel agencies to sell, provide photo loans for selfies using old clothes, and prepare health protocols. The limitation of the research is that this research was carried out in person during a pandemic, so there was a time limit for the research. Then it was surveyed again during the new normal period to analyze the results of the theory. Subsequent research focuses on ecotourism development.

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