Development of Banjar Village Community Culture through OCF (Osing Culture Festival) As a Tourism Village Promotion

Wisnu Ardytia[1], Dimas Imaniar[2], Andhika Wahyudiono[3]
[1,2,3]Universitas 17 Agustus 1945 Banyuwangi, Indonesia
dimasimaniars@gmail.com

Abstract

A qualitative method with an ethnographic approach is used in this study. The results of this study indicate that the implementation of the cultural development of the Banjar community is carried out by mapping the potential of natural and environmental resources, developing the potential and capabilities of human resources at the village level as a dynamist of the village economy, and empowering local communities in managing the potential of their villages to increase added value. The main problem is the low progress of the village which is considered a tourist village. From several villages in Banyuwangi, there are still villages that are poor and have not been eradicated by poverty alleviation programs. Given the importance of productivity development in the context of economic development and growth, this research problem is formulated to what extent the development of community culture is able to become the basis for developing tourism economic productivity which is specifically explained: (1) based on the characteristics of community cultural development, with three main variables namely culture , social and economic, (2) set indicators of the success of community cultural development, and (3) formulate strategies for the use of community cultural development in Banjar Village.

I. Introduction

Culture is the identity of a nation that can distinguish that nation from other nations. Cultural identity consists of a set of concepts and values that govern the relationship between humans and God, between humans and between humans and the universe. Entering the third millennium, which, among other things, is marked by changes in values as a result of intercultural interactions in the process of globalization that is sweeping the world, the Indonesian people face formidable challenges in the development of the cultural sector. For this reason, efforts to build national character still require persistent and consistent hard work so that they are able to overcome backwardness. The synergy of all components of the nation in continuing to build the nation's character is continuously strengthened in order to create a nation that is characterized, advanced, competitive, and creates an Indonesian nation that is proud of its national identity, such as cultural and linguistic values (Chairunnisa & Yuniati, 2018).

In general, the problems that are still faced by the people of Banjar Village in cultural development, among others are (1) economic development that has not been able to be balanced by community character development resulting in a cultural crisis that can weaken community identity and cultural resilience, (2) local government capacity in managing cultural diversity, it is not optimal, which is indicated by (a) disorientation of values such as

the value of social solidarity, kinship, social hospitality and a sense of love for the homeland; and (b) there is a tendency to shift public space to private space resulting in limited places for channeling the aspirations of the multicultural banjar village community; (3) the identity of the Banjar village community is declining, which is marked by (a) inadequate formation of moral attitudes and inculcation of cultural values which results in a tendency to strengthen materialism values; and (b) the community's ability to select global values and culture is still limited, resulting in the erosion of positive regional cultural values; and (4) the commitment of the government and the community in managing cultural wealth has not been optimal due to limited understanding, appreciation, and commitment, which is marked by (a) violations of Law Number 5 of 1992 concerning Cultural Conservation Objects such as theft, smuggling, and destruction cultural heritage objects; (b) the existence of various cultural and intellectual properties that have not been registered with the Ministry of Law and Human Rights; and (c) the ability of local governments to manage cultural wealth, both fiscal capacity and managerial capacity is still limited.

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The problem that occurs between the potential of natural resources and human resources is that the community does not optimize the potential of existing resources to utilize it as tourism potential in this area. This can be seen from the fact that there is still no data from the Tourism Office which states that there are tourism activities in Banjar Village, only the people around Banjar Village and urban communities who pass through Banjar Village just see the natural scenery that unfolds without knowing that they can also interact with the local community. to find out local products such as handicrafts, special foods, drinks and other products that give tourists a taste of the area. Likewise, the local community is also lacking in promoting the tourism potential in the area. In addition, the absence of the provision of facilities and infrastructure owned by local communities which usually encourages community participation and ensures access to physical resources is a stepping stone for the development of tourist villages.

II. Research Methods

At the beginning of each research activity, the research approach/design must be clearly defined. This is so that the research can actually have a solid foundation from the point of view of the research methodology, in addition to understanding the research results which will be more proportional if the reader knows the approach applied. Objects and research problems do influence considerations regarding the approach, design and research method that will be applied. Not all research objects and problems can be approached with a single approach. So it is necessary to understand other different approaches, so that if the objects and problems to be studied do not fit or are less than perfect with one other approach, they can be used or maybe even combine them (Sugiyono, 2016).

Sequentially, data analysis in qualitative research starts from the stages of data collection, data reduction and categorization, data display, and drawing conclusions. Qualitative data analysis is integrated into the activities of data collection, data reduction, data presentation, and conclusion of research results. The explanation of the four stages in qualitative research is as follows (Rijali, 2019).

1. Data collection the process of collecting data in qualitative research can be done in various ways, obtained by going directly to the field. This can be done through observations or observations, questionnaires, in-depth interviews with research objects, document studies, to focus group discussions.
2. Data reduction and data categorization in this stage, the raw data will be filtered. Researchers choose which data is most relevant to be used to support research. Qualitative data can be obtained from interviews and observations. So, sorting is needed to facilitate data categorization. So, the filtered data will be categorized as needed. For example, in research, data is divided by categories of informants or research locations.
3. Data display after the data is reduced and categorized, then enter the data display. In this stage of the process, the researcher designs the rows and columns of a qualitative data metric, and determines the type and form of data to be entered in the metric boxes. For example, data is presented with narratives, charts, flow charts, diagrams, and so on. Data is organized to make it easier to read.
4. Drawing conclusions after the three processes have been passed, the last step is to draw conclusions. The content of the conclusion should include all the important information found in the study. The language used to describe conclusions must also be easy to understand without being complicated (Darmalaksana, 2020).

III. Result and Discussion

3.1. Geographical Condition of Research Location

Banjar village is the name of a village in the area Licin, Banyuwangi City, East Java Province, Indonesia. This village has a tagline titled Banjar Sweet Village. Banjar village has the typical culinary Sego lemeng and Uthek Coffee. Banjar village consists of 4 hamlets, namely:
a. Krajan
b. Putuk
c. Rembang
d. Salakan

In addition, this village consists of 6 Rukun Warga (RW) and 23 Rukun Tetangga (RT). Banjar Village has a unique elongated shape, this is because of its own territory which is the result of the expansion of Licin Village. The 4 hamlets in this village are scattered and bordered by rice fields. There are several hamlets whose settlement areas are concentrated in two places, such as Dusun Puthuk, whose settlements are in Dukuh Punthuk and Dukuh Panggung and Hamlet Rembang which is divided into Hamlet Rembang and Hamlet Rembang Timur.

3.2. The concept of Cultural Tourism

Mappi(As,riady, 23: 2016) more clearly states that several aspects that are included in the object of cultural tourism include, such as: the OCF (Osing Culture Festival), traditional dances, traditional music, weddings, traditional clothes (traditional clothing), various ceremonies (such as going down to the rice fields and harvesting ceremonies), historical buildings, cultural heritage, some traditional relics, traditional fabrics (such as woven cloth), performers of cultural festivals and traditional performances, local textile products, historical museums and culture, as well as other local customs. The scope of cultural tourism objects is thus very broad, but in simple terms it can be said that these cultural tourism sites originate from what humans think, feel, and do as cultural owners as the identity of a particular culture that appears in artifacts, idea facts and sociofacts.

Cultural tourism presented in the OCF (Osing Culture Festival) is very attractive to tourists who are outside, so this becomes a potential and special attraction if it can be packaged properly, so that lately cultural tourism in Indonesia is growing rapidly every year. area. According to McKercher and du Cros 2002, that the development of cultural tourism is closely related to the appreciation of the community to continuously maintain and maintain their cultural assets or cultural heritage which in its current development is increasingly felt to be decreasing. The expert then explained that basically cultural tourism has at least four elements, such as tourism, how to use these cultural assets, consumption of products/works, and cultural tourists themselves. These four elements need to be analyzed further to put more emphasis on how public services are formed in order to develop the four basic elements in cultural tourism (Gnoth & Zins, 2013). Broadly speaking, the three sources of the emergence of cultural tourism in Banjar Village certainly raise unequal appreciation from visitors/tourists. So far, the attraction of cultural tourism originating from socio-cultural and historical sources seems to be far more attractive to tourists than those originating from religion. Especially those sourced from historical tours not only to fulfill curiosity, but also as part of developing insight and knowledge.

3.3. Development of Tourism Destinations

Some similarities in tourism development are problems in tourist areas related to community involvement, promotion of tourist attractions, stakeholder cooperation and accessibility as well as tourism supporting infrastructure. Therefore, a strategy is needed related to the potential for tourist attractions, accessibility, amenities, supporting facilities and tourism institutions in developing tourism destinations (Khotimah & Wilopo, 2017).

According to Cooper et al in Sunaryo (2013: 159) explains that the framework for developing a tourism destination consists of the following main components:

1. Object tourist attraction (Attraction), which includes the uniqueness and attractiveness of nature-based, cultural, or man-made / artificial.
2. Accessibility (Accessibility), which includes ease of facilities and transportation systems.
3. Amenitas (Amenities) that includes support facilities and travel support.
4. Public facilities (Ancillary Service) that support tourism activities.
5. Institutional (Institutions), which has the authority, responsibility and role in supporting the implementation of tourism activities. Aspect 4A (Attraction, Accessibility, Amenities, Ancillary Service).

a. Attraction Types

There are three attractions that attract tourists, namely 1) Natural Resources such as mountains, lakes, beaches and hills; 2) cultural tourism attractions such as the architecture of traditional houses in the village, archeological sites, arts and crafts, rituals, festivals, people's daily life, hospitality, food; and 3) artificial attractions such as sporting events, shopping, exhibitions, conferences and others. According to Suwena (2010: 89) tourism capital can be developed into a tourist attraction where tourism capital is found (in situ) and outside its original place (ex situ) in OCF (Osing Culture Festival). Tourist attractions are further divided into retaining attractions and tourist catching attractions.

b. Accessibility

According to French in Sunaryo (2013), mentions important factors related to aspects of tourist accessibility including directions, airports, terminals, time required, travel costs, frequency of transportation to tourist sites in Banjar Village, Licin District and other devices. The nearest airport is Banyuwangi Airport which is in Blimbingsari District, the nearest

station is in Kota Kota and the nearest terminal is Karangente terminal which is in the center of Banyuwangi Regency. However, from each stop there is still no special transportation to the OCF (Osing Culture Festival) area in Banjar Village so that tourists who do not use travel services will have difficulty getting to tourist sites. Even so, the Banyuwangi Regency government has made efforts to improve other accessibility such as highways that have been casted to resemble toll roads so that tourist vehicles, be it buses, elves, or private vehicles, can easily go to the OCF (Osing Culture Festival) area in Banjar Village. In addition, there are many directions at each intersection leading to tourist sites. However, these directions are still inadequate for tourists because there are still many tourists who are confused when visiting the OCF (Osing Culture Festival) area in Banjar Village.

c. Amenities

Sugiama, (2013) explains that amenitas include "a series of facilities to meet the needs of accommodation (inn), provision of food and beverages, entertainment (entertainment), shopping areas (retailing) and other services". Head of Banjar Village Hari Purwanto said "if in terms of amenities , Banjar Village already has facilities that are useful for meeting tourist accommodation needs, but it can still be said to be very simple". Aspects of amenities in the OCF (Osing Culture Festival) area in Banjar Village are already available but are still minimal so they still need further development. The availability of a place to stay is adequate, namely there are five inns or hotels in Licin District at a price of Rp. 150,000, - to Rp. 200,000, - for ordinary lodging, while hotels require a budget of around Rp. 500,000, - and above. However, this number is still relatively small compared to the number of inns in the city area.

d. Ancillary Service

Sunaryo (2013: 159) explains that ancillary service is more about the availability of public facilities and facilities used by tourists who also support the implementation of tourism activities such as banks, ATMs, telecommunications, hospitals and so on. In terms of Ancillary Service in Banjar Village, the author found that the facility is still centralized in Licin District, Banyuwangi Regency, but the distance is not too far from cultural tourism sites in Banjar Village. The availability of public facilities in the OCF (Osing Culture Festival) area in Banjar Village that supports tourism activities is still minimal, such as hospitals which are only small clinics or health centers. Then bank and ATM facilities are only in certain locations which are sometimes difficult to reach by tourists. As for the security post, there has been coordination between the police and the Koramil to oversee tourism activities in Trowulan, but there are no special officers such as the tourist police, and others.

3.4. Development of Banjar Village Community Culture
a. Institutions from Private Elements

Institutions from private elements that play an active role specifically in the development of OCF (Osing Culture Festival) activities in Banjar Village still do not exist. However, there are still private institutions such as travel agencies, the Indonesian Tour Guide Association (HPI), the Indonesian Hotel and Restaurant Association (PHRI), the Association of Indonesia Travel Agencies (ASITA), and others that play an active role in the development of tourism in general in Indonesia. One of the private institutions formed by the Banyuwangi Regency Tourism and Culture Office is GENPI (Generasi Pesona Indonesia) which is tasked with promoting all tourist attractions in Banyuwangi Regency.

b. Institutions from Community Elements

Currently, the tourist area OCF (Osing Culture Festival) in Banjar Village still does not have institutions that come from community elements. People who are active in tourism development in Banjar Village are only members of certain communities such as the Blambangan Arts Council, GENPI (Generasi Pesona Indonesia), and others. In addition, in Banjar Village there is also a Tourism Village Institute (Ladewi), but its role in the development of tourism is OCF (Osing Culture Festival) still less visible, so that the institution is only used as an appendage of a village without any activities that show tourism village activities. Then the tourism community institutions in the form of tourism awareness groups (Pokdarwis) are also not optimal in promoting OCF (Osing Culture Festival) activities.

c. Mapping Village Potential (2021)

Development of tourist villages is one of the Banyuwangi Regency government programs to make underdeveloped villages into developed villages. just the same, without any special characteristics. So it is necessary to map the potential of the village which will later become one of the characteristics and can be developed as a reference for tourist villages. So that each village has a distinctive character and can make its own selling point. Banjar Village is a village on the slopes of a mountain which is located in Licin District, Banyuwangi Regency. This village has great potential to be developed into a tourist village, so a mapping of the existing potential is needed.

d. Formulating the Village Policy Direction

The Banjar Village development policy direction as outlined in the 2017–2022 RPJMDes is an integral part of the village's vision and mission. The policy direction is a guideline to describe the formulation of the village mission so that it is more focused in achieving the goals and objectives in each stage of development for 6 (six) years. Operationally, the preparation of the Banjar Village development policy direction for 2017-2022 is based on the goals and objectives to be achieved, where these goals and objectives are the operational steps of each village mission.

3.5. Standardization of performance of community organizations Performance

Measurement is very important for community organizations engaged in the tourism industry to determine the effectiveness of the system running within the organization and to regulate work patterns for management and employees. Many methods can be used to measure organizational performance, including the Balanced Scorecard and the traditional method. In this paper, what is discussed is the method Balanced Scorecard to measure organizational performance in four perspectives, namely the marketing object perspective, financial perspective, internal process perspective and employee perspective and organizational capacity. The Balanced Scorecard is also used to describe the organizational performance curve by scoring it first.

3.6. Pushing and Inhibiting Factors of OCF (Osing Culture Festival) as Tourism Village Promotion
a. Driving Factors

The main driving factor for the development of OCF (Osing Culture Festival) is the big name of Banyuwangi Regency, which is widely known by the public. The big name of Banyuwangi Regency will of course make it easier in terms of promoting cultural tourism, so that many tourists are interested in visiting the OCF (Osing Culture Festival) site area. In

addition, the number of tourist visits and support from the government is also one of the drivers in the development of the Trowulan site area.

b. Inhibiting Factors

Factors in the development of OCF (Osing Culture Festival) activities are lack of funds, lack of promotion and lack of infrastructure and facilities to support tourism activities. In addition, the lack of human resources (HR) in the tourism sector and the lack of public knowledge about OCF (Osing Culture Festival) activities are also obstacles to the development of OCF (Osing Culture Festival) activities. Then there are also many negative issues circulating regarding OCF (Osing Culture Festival) activities, such as facilitating access to foreign cultures, assistance from the private sector, elimination of employment opportunities and others that have resulted in people being provoked and less accepting of the development of cultural tourism in Indonesia.activities OCF (Losing CultureFestival).

3.7. Tourists and the Public Service Approach

The service system built in tourism development to attract tourists cannot be separated from the understanding and analysis of public services. If it is assumed to be like merchandise, then tourism as a sale to bring in customers must also be juxtaposed with the service processes in it. Because after all the tendency of customers to continue to buy at that place is not only determined by the quality and quantity of the goods, but more than that is satisfaction in the field of service that is obtained, this basically has an impact on the psychology of customers, as well as tourists as customers of the object the tour. The basic meaning of public service will always be associated with the existence of an action, where the activity is carried out by individuals, groups, or agencies in an effort to help and provide convenience to tourists to provide what is expected according to their respective goals. Because the community (tourists) have different goals, this public service will be increasingly important to be developed according to customer needs (Prasodjo, 2017).

If so, all elements have a domain in this matter, starting from the government or the private sector which is certainly engaged in the tourism sector. This public service can thus not only be a matter for the government and its bureaucracy, but can also be carried out by private organizations, political parties, organizations engaged in religious affairs, or non-governmental organizations, all of which can do the same thing (Titisari, Suryono, & Saleh, 2018). Public services are activities that are carried out by individuals or groups that are based on the existence of material goals with the system, or through certain procedures and methods in an effort to fulfill the interests of others in accordance with their rights (Wakhid, 2017). Referring to the two opinions above, customer satisfaction (in this case tourists) in public services is the most important thing. So that the rights in accordance with what he wants can be fulfilled as best as possible. Of course, to be able to provide services to tourists in the best way, there are at least three main things that must be considered, namely the ability to adapt, productivity, and job satisfaction for both workers and customers. Job satisfaction is an emotional state that is pleasant or unpleasant for both parties (Hasjim Zum, 2014). Broadly speaking, it can be explained that the quality of the implementation of public services for tourists is the accumulation of relationships from several aspects, such as how the service system is provided, then how the human resources of service providers, strategies, and customer interest are. In addition, the management that handles public services, especially for tourists, needs to be continuously provided with education and training. Education is given to improve the insight, emotions, and character of workers, while training is given to make the work done more effective.

IV. Conclusion

Development of tourist villages is one of the Banyuwangi Regency government programs to make underdeveloped villages become developed villages. In its development, several villages have the potential to begin to change, but if there is no mapping of the existing potential, it will make tourist villages the same everywhere, without any special peculiarity. Operationally, the preparation of development policy Banjar years 2017-2022 based on the goals and objectives to be achieved, whereby the goals and objectives of the operational steps of each mission village development OCF (Osing Culture Festival) is a big name Banyuwangi are widely known by Public. The big name of Banyuwangi Regency will of course make it easier in terms of promoting cultural tourism, so that many tourists are interested in visiting the OCF (Osing Culture Festival) site area. The problem that occurs between the potential of natural resources and human resources is that the community does not optimize the potential of existing resources to utilize it as tourism potential in this area. This can be seen from the fact that there is still no data from the Tourism Office which states that there are tourism activities in Banjar Village, only the people around Banjar Village and urban communities who pass through Banjar Village just see the natural scenery that unfolds without knowing that they can also interact with the local community. to find out local products such as handicrafts, special foods, drinks and other products that give tourists a taste of the area.

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