Suistable Development Planning of Tourist Village Using Participatory Mapping (Case study: Sanankerto Village, Malang, Indonesia)

F I Maulana¹, F C Pratama²

¹Computer Science Department, School of Computer Science, Bina Nusantara University, Jakarta, Indonesia, 11480
²Accounting Technology, Faculty of Economics and Communication, Bina Nusantara University, Jakarta, Indonesia, 11480

Corresponding author: fairuz.maulana@binus.edu

Abstract. Improving village welfare is a noble goal to be achieved together. According to Law No. 6 of 2014 concerning Villages, given an opportunity is given to Villages to develop Villages according to the potential offered by prioritizing community participation. The establishment of Village Owned Business (BUMDES) is one form of village economic development and strengthening. Sanankerto Village, Turen, Malang is a Tourism Village also known as the Boon Pring Ecotourism Village. Boon Pring is a superior BUMDES to attract tourists. An area of 36.8 ha of bamboo and in more than 60 types of bamboo is an attraction. In the middle of the bamboo forest there is also a natural spring that irrigates rice fields with an area of approximately 124 ha. Researchers conducted preliminary research in the Tourism Awareness Group (Pokdarwis) Sanankerto Village and obtained information about the management of Sanankerto Tourism Village is not good. The development of Sanankerto Tourism Village has been slower and less able, ranging from planning, implementation, to control and evaluation of the tourism village development strategy. Only relying on Boon Pring as BUMDES makes Sanankerto Tourism Village less than optimal to be able to become the preferred tourist destination village. The research entitled "Mapping of Villages Potential as a Strategic Step in the Development of Sanankerto Tourism Village, Turen, Malang" aims to examine the following matters: (1) Revealing and understanding the Sanankerto Tourism Village management model so that strengths, weaknesses, opportunities and threats can be identified which will then be used as a basis for developing a tourism village development strategy. (2) To uncover and understand appropriate alternative strategies in developing Sanankerto Tourism Village based on the mapping of village potentials. The researcher used a descriptive qualitative approach to describe the management of Sanankerto Tourism Village. Swot analysis is then performed and followed by AHP analysis with the results of alternative strategies in building and developing Sanankerto Tourism Village.

1. Introduction
Sanankerto Tourism Village is located in the district of Turen, Malang Regency, in the province of East Java. The village is also known as the Ecotourism Village of Boon Pring. The nickname of Boon Pring comes from Javanese and is full of sense. The word "Boon" means garden or garden, and "Pring" means bamboo. By this name, people's hope for the presence of wealth, wealth, prosperity, and harmony, such as the life of a 36.8-hectare bamboo garden, provides elegance, shade, and coolness. Besides Boon Pring,
there is also a natural spring in Sanankerto Tourism Village. The position is right in the center of the bamboo forest of Boon Pring.

Based on the results of the preliminary interviews with the young leaders of the Sanankerto Tourism Village, who are members of the Tourism Awareness Group (Pokdarwis), information was obtained that it was the community's responsibility to ensure the protection of the bamboo forest and the natural spring. There are more than 60 varieties of bamboo in Boon Pring. In addition to the bamboo trees, the residents of Sanankerto Village also pay attention to natural water sources in the center of the bamboo forest. The spring source provided life to residents by irrigating agricultural land, covering an area of approximately 124 hectares. The spring source is special. That is, there's never been a drought in the middle of the dry season. The presence of Boon Pring and natural springs in the village of Sanankerto is very strategic to make it one of the sources of the Original Village Revenue (PAD) by being operated as a tourist resort.

According to Law No. 6 of 2014 on Villages, it was reported that the Village was allowed to grow Villages according to their capacity by prioritizing community involvement. The establishment of Village Owned Business Bada (BUMDes) is one form of village economic growth. BUMDes acts as a community economic body by using and leveraging the capital and assets of the community as a strategic step towards sustainable development to enhance welfare. Law No. 6 of 2014 also explains that Bumdes is a business entity that villages own most or all of the capital through direct participation of village assets separated to improve village welfare (Law No. 6 of 2014, 2014).

In addition to being included in the law on future village-based development, the Ministry of Village Development, Disadvantaged Regions Development and Transmigration (Kemendes PDTT) has also contributed to the creation of the Bumdes Program of Leadership in the Nawakerja Priority for 2015-2019. One village Bumdes program with a target of 5000 Bumdes was launched until 2019 to improve the welfare of the village community. Anwar Sanusi, Secretary-General of the Ministry of Health PDTT, said that the goal of establishing the Bumdes had been far exceeded because 45,549 Bumdes had been born (Nasrulhaq, 2019). It is hoped that Bumdes would have a strategic role to play in improving the rural community economy and growing the PAD.

Based on the Law and Priority Nawakerja PDTT Ministry, and supported by the possession of natural resources, Sanankerto Village formed Pokdarwis on October 8, 2014. The formation of Pokdarwis aims to manage the potential of the village and prepare the Sanankerto Village to become a Tourism Village. In 2016, Sanankerto Village officially became a Tourism Village with superior BumDes Boon Pring products. In 2018, Bumdes Boon Pring received the award as the 1st best Bumdes champion in East Java (boonpringsanankerto.com, 2018).

This study aims to map the potential of the village as an alternative to the superior products of the Sanankerto Tourism Village. This study uses a descriptive qualitative approach that uses SWOT analysis to assess the management and mapping of the potential of Sanankerto Tourism Village, followed by an Analytical Hierarchy Process (AHP) to determine the development strategy in Sanankerto Tourism Village, Turen, Malang.

2. Metodhology
The research design is depicted in the following fishbone diagram:
This study uses an interpretivism paradigm that directs research into a comprehensive understanding of the depth and complexity of a case phenomenon (Creswell, 2015). Based on the interpretivism paradigm, this study uses a qualitative approach with a single holistic case study research type (Yin, 2011). This type of research allows researchers to explore in depth and reveal the strategy of the Sanankerto Tourism Village to rise after the Covid-19 pandemic.

2.1. Area of Study
The study area is located in Sanankerto Village, Turen District, Malang Regency, Indonesia. Geographically, Sanankerto Village is located -8.155663,112.761929. Boon Pring is located on Jalan Kampung Anyar, Sanankerto Village, Turen District, Malang Regency, East Java Province.

2.2. Material
The material used in this study is spatial data as follows:
- Interview regarding the potential of Sanankerto Tourism Village
- Retrieving data to Sanankerto Tourism Village

2.3. Data Collection
This study uses informants as the main source in providing information. Informants consist of key informants and supporting informants. The key informants are the Head of Sanankerto Tourism Village and the supporting informants are the stakeholders. The following data from informants in this study:

| No | Name                          | Consideration/ Condition                                      |
|----|-------------------------------|---------------------------------------------------------------|
| 1  | H. Muhammad Subur, SE         | Village Head & Head of Sanankerto Tourism Village             |
| 2  | Khafid Muzadi                 | Secretary of Sanankerto Tourism Village                      |
| 3  | Drs. H. Samsul Arifin, M.Si  | President Director of BumDes Boon Pring Andeman              |
| 4  | Indra Wahyudi                 | Chairman of the Sanankerto Tourism Awareness Group           |
| 5  | Iqbal Fajarudin Pangestu      | Marketing of Sanankerto Tourism Village                      |

2.4. Data Analysis
The data analysis technique uses the Yin method which consists of five stages which are described as follows:

Figure 1. Research Diagram
The first step in the Yin method is to collect data from the research setting. Data collection was carried out through direct observation at Sanankerto Tourism Village, semi-structured in-depth interviews with all informants, and observations on the Sanankerto Tourism Village Profile document and the presentation document of the Sanankerto Tourism Village Chairperson. Then the interview results were transcribed and filtered so that key information was obtained. The data reduction process was carried out repeatedly until the key information obtained was valid.

3. Result and Discussion

3.1. Existing Condition and Potential Tourism Destination

The tourist village of Sanankerto has a beautiful view that other villages do not have. The tourist village of Sanankerto has many potentials to be developed. The tourist village of Sanankerto is also known as Ekowisata Boon Pring, which means a gift that descends in a bamboo forest. The location is only about 8 km from the Turen market. Boon Pring has a 36.8 hectare stretch of bamboo forest and natural springs. The community utilizes the presence of bamboo through the management of nerves of local wisdom. Until now, there were 65 types of bamboo plants in the Boon Pring tourist area, including Javanese, Suk, Petung, Ampel, Ori, Apus and Chinese or Yellow bamboo. Bamboo can protect water sources because ecologically bamboo has water retention resistance. There are currently 9 natural springs in the Boon Pring tourist area. Based on the tourism potential, the bamboo area in the Boon Pring tourist area is used as a bamboo museum for educational tourism. Figure 2 shows the atmosphere of the Boon Pring tourist area.

The first moment carried out by Sanankerto Village to attract the attention of the wider community, the government, and stakeholders is to create a festival. A massive plan named "Grebek 1001 Tumpeng"
managed to attract the attention of stakeholders, one of those who attended the festival was from the government. Since attending the festival, the village leader invited the Malang Regent to see the potential of the village of Sanankerto, and from here was the beginning of various supports to emerge. This festival was held in 2014.

The Malang Regent saw the potential of the village of Sanankerto and provided the first aid in the form of an excavator that was used to dredge the reservoir (lake) of springs. Not only from the Regent but further assistance also came from the head of PKK Malang Regency (the Regent's wife) in the form of 1 boat from Social Service and 4 paddle boats in the shape of geese that visitors can use to get around enjoying the beauty of the spring. The assistance provided made the village of Sanankerto stand out in front of the community, making it crowded with visitors.

In 2015, the Tourism Awareness Group (Pokdarwis) was formed, whose task is to focus on managing pring gardens. The name Kebon Pring was later changed to boonpring. This name arose from the creative idea of the community during njagong (coffee) because there was a joke that you had to have your own name / brand that was second to none, stick to people's hearts, easy to remember, have an identity. Boonpring means "boon" which means a gift for the village, and "pring" means bamboo. So, when combined will be meaningful, a gift to the village of Sanankerto in the form of a bamboo garden.

In 2016, exploration began, starting to select figures for the formation and development of BumDes. Sanankerto Village officially became a Tourism Village, but at that time, there was confusion over the development of BumDes. I was finally invited by the Kab. Malang goes to Umbul Ponggok to learn about BumDes management. In 2017, the village government invested 170 million in the capital for the development of Boonpring eco-tourism. From this participation, the bumder provided Village Original Income (PAD) of 80 million rupiahs. So, you can say that it is still experiencing economic losses. Even, on the other hand, the aspiration to advance the development of the potential of Sanankerto Tourism Village is gradually being achieved.

All existing village potentials are managed by bumdes. Bumdes encourages all components of society to become tourism actors. Pokdarwis is encouraged to further improve its quality, role and capacity. The position of Bumdes and pokdarwis in developing tourist villages continues to increase. Some craftsmen carve bamboo roots into statues or art that are worth selling, the fish farming group "Andeman Farm", and the formation of farmer groups to produce organic rice.

Adapun beberapa perihal yang telah dilakukan upaya pengembangan desa wisata Sanankerto, yaitu:
- Kampung wisata Rolas dengan konsen mengembangkan KRPL (Kawasan Rumah Pangan Lestari)
- Andeman Farm (Pengembangan budidaya ikan)
- Adukasi peternakan kambing
- Home industry snack: carang emas, kripik tempe, minuman herbal, krupuk
Furthermore, in 2018, the Village Government includes another capital, amounting to 300 million rupiahs. From this investment value, the PAD obtained from Boonpring amounting to 350-400 million rupiahs, has begun to experience profits. Furthermore, in 2019, the PemDes will no longer include capital because BumDes already has assistance from the Ministry of Villages of 1.5 billion Rupiah for the development of BumDes. This assistance is a grant, sourced from the World Bank. This assistance resulted in PAD of 600 million Rupiah. In practice, the management of Sanankerto tourism village is not data apart from the role of BumDes Boonpring and the support of various parties. In this regard, the organizational structure of Wisara Sanankerto - Turen - Malang Regency is attached.

3.2. Development Planning
   A. Physical Infrastructure Planning
   The development of the Sanankerto tourism village involves the village community through participatory mapping. Participatory mapping applies strategies in synergy with Penta Helic. ABGCM: Academic, Business, Government, Community, and Media. Cooperation between lines / fields will accelerate the development of a large enough potential in rural areas.
Concretely, several sectors in this model have their respective roles and tasks that are in synergy with one another. First, Academics on the Penta Helix model act as a drafter. Such as identifying the potential and certification of products and human resource skills that support the increase in the potential of the village. Academics in this case are a source of knowledge with the latest concepts, theories and are relevant to the conditions of developing village potential. Second, the private sector in the Penta Helix model acts as an enabler. The private sector is an entity that carries out business processes in creating added value and maintaining sustainable growth. The private sector can act as an enabler in presenting technology and capital infrastructure. With the change to the digital era, it can help develop village potential to be more effective, efficient and productive.

Third, the Community in the Penta Helix model acts as an accelerator. In this case the community is people who have the same interests and are relevant to the development of the potential to be developed. Acting as an intermediary or a liaison between stakeholders to assist the community in the whole process and facilitate the adoption of the economic process. In addition, the community also has a role to play in promoting products or services that are owned by the village economic barn.

Fourth, the Government must act as a regulator as well as act as a controller that has regulations and responsibilities in developing businesses. This involves all types of activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, programs, legislation, development and knowledge, public innovation policy, support for innovation networks and public-private partnerships. The government also has a role in coordinating stakeholders who contribute to the development of village potential. Finally, the media must be able to act as an expander. Media plays a role in supporting publication in promotion and creating a brand image.

B. Program and Best Practice Planning
To increase the value and competitiveness of ecotourism in the village of Sanankerto Boon Pring, the organization must make smart and creative breakthroughs in collaboration with various parties for comprehensive arrangement and improvement to provide the best and satisfying service to tourists who come. Various programs that must be developed are divided into 3 (three) program stages, namely:

- **Short term program**
  - Provision of local accommodation which is part of community-based tourism development, preparing local culinary tastes, preparing local human resources by providing intensive training, and conducting comparative studies to other tourism villages that have been successful to increase insights in management and exchange of information related to management Boon Pring tourist attraction. Arranging parks, several tourist spots, improving services, and providing sales stalls for local traders.

- **Medium Term Program**
Collaborating or MoUs with various tourism stakeholders and the government to develop Boon Pring ecotourism better and support the development of Boon Pring, both in terms of infrastructure and others.

- Long Term Program.
  Held various festivals such as "Grebeg 1001 Tumpeng". Various festivals were held to explore the tourism potential of Sanankerto village so that it became an attraction with various tourist options.

4. Conclusions
Tourism villages have contributed to the success of the SDGs by making use of their potential through strong economic growth. From the point of view of RBV, the management of Sanankerto Tourism Village refers to the assessment of internal conditions as a basis for strategic action in the development of the Tourism Village. Based on the SWOT analysis, the results show that Sanankerto Tourism Village is currently in quadrant I between strength and opportunity. An aggressive strategy that is a recommendation when, in Quadrant I, attention is paid to the strengths possessed to seize opportunities so that they are more focused on achieving goals.

The hope of becoming a Pilot Tourism Village is that it will be better known to the wider community and attract more and more tourists. Extraordinary natural wealth, good governance of tourism village activists, implementation of the Penta Helix strategy to develop wings, empowering people with a strong character and culture are added values that are important notes to be maintained and developed so that they can create prosperity for the community due to the proper management of the tourism village.

References
[1] Boonpringsanankerto.com. (2018). Retrieved Februari 1, 2020, from https://www.boonpringsanankerto.com/2018/11/juara-1-lomba-bumdes-se-jawa-timur.html
[2] Asmarani, D. E. (2006). Analisis Pengaruh STRategi Terhadap Kinerja Perusahaan Dalam Upaya Menciptakan Keunggulan Bersaing. Tesits.
[3] Bougie, & Sekaran. (2016). Research Methods for Business: A skill Building Approach. New York: John wiley.
[4] Braun, V., & Clark, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, Vol. 3 No. 2. pp. 77-10.
[5] Bungin, B. (2014). Penelitian Kualitatif. Jakarta: Kencana Prenada Media.
[6] Creswell, J. W. (2015). Penelitian Kualitatif dan Desain Riset: Memilih Di Antara Lima Pendekatan. Yogyakarta: Pustaka Pelajar.
[7] Fahmi, I. (2015). Manajemen Strategis. Bandung: CV Alfabella.
[8] Kusrini. (2007). Konsep dan Aplikasi Sistem Pendukung Keputusan. Yogyakarta: Andi.
[9] Langdridge, D. (2007). Phenomenological Psychology: Theory, Research, and Method. England: Pearson Education.
[10] Menteri Perdagangan RI. (2008). PEDOMAN PENATAAN DAN PEMBINAAN PASAR TRADISIONAL.
[11] Nasrulhaq, A. (2019, April 26). Retrieved Januari 29, 2020, from DetikNews.Com: https://news.detik.com/berita/d-4526846/hingga-2018-61-persen-desa-di-indonesia-sudah-punya-bumdes.
[12] Pratama, F. C., Salim, U., & Indrawati, N. K. (2019). Ceating Competitive Advantage in Management Strategies for Rice Mills. Jurnal Aplikasi Manajemen, 295 - 302.
[13] Rachmat. (2014). Manajemen Strategik. Bandung: CV Pustaka Setia.
[14] Rangkuti, F. (2015). Analisis SWOT: Teknik Membedah Kasus Bisnis, Jakarta: PT Gramedia Pustaka Utama.
[15] Saaty, T. L. (1993). The Analytical Hierarchy Process: Planning, Priority, Setting, Resource Allocation. Pittsburgh: University of Pittsburgh Pers.
[16] Sujai, Y., & Kurniawan, A. (2017). ANALISIS SUPPLY CHAIN MANAGEMENT TERHADAP KEUNGGULAN BERSAING PADA. GEMA, 160 - 172.
[17] Syaifullah. (2010). Pengenalan Metode AHP (Analytical Hierarchy Process).
[18] Undang-Undang No 6 Tahun 2014. (2014). Undang-Undang Tentang Desa. Indonesia.
[19] Yasa, A. (2017, April 6). Retrieved Januari 28, 2020, from ekonomi.bisnis.com: https://ekonomi.bisnis.com/read/20180406/12/781359/kinerja-ritel-2017-tumbuh-tapi-melambat.