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**TOURISM DEVELOPMENT STRATEGY IN KEMIREN VILLAGE
IN BANYUWANGI**

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Abstract

Local wisdom-based tourism is one form of tourism that has been developed in Indonesia. One of the local wisdom-based tourism in Indonesia is located in Kemiren Village, Banyuwangi, East Java. In addition to nature tourism, Kemiren Village also has local wisdom in the form of cultural tourism potential such as *Barong Ider Bumi* dancing, *Kopi Sepuluh Ewu Festival*, *Gandrung* dancing, and *Angklung Paglak*. The number of tourists both local and foreign tourists visiting Kemiren Village has experienced ups and downs caused by various things and obstacles that may be faced in the development of existing tourist attractions, both in management and in their use. This makes the writer want to examine the efforts and strategies of Department of Cultures and Tourism in Banyuwangi to develop the potential tourism of Kemiren village. Qualitative research is used as the research method using case study. Based on the findings through observation, interview and documentation, it is found that the tourism development in Kemiren village in Banyuwangi is from the development of objects and tourism, the development and renewable on tourism infrastructure for creating Kemiren village as the tourism destination for national and international visitors.

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1. Introduction

Tourism is a travel network of a person or a group of people to visit one place to another place, for none permanent residence, to look for amusement and will be coming back to the hometown (Fahad & Endrayadi, 2017). Indonesia has large regions, enriched by various natural resources, local art and culture, custom and traditions, heritage, and its natural beauty which are potentially sufficient to be utilized and developed as the object of tourism. There are many tourism destinations in Indonesia that not only famous domestically but also internationally. Nowadays, tourism sector in Indonesia has developed well so that this sector is able to be a priority in enhancing regional income and foreign exchange. Furthermore, Department of Cultures and Tourism at the regional and national levels are established in order to improve the tourism in Indonesia.

One of tourism destinations which is developed more, is a tourism based local wisdom. A local wisdom is part of society to survive according to the environment, necessity, and the belief which are difficult to remove, Sumarmi and Amirudin, 2014 in (as cited in Sumarmi, 2015) states that the local wisdom is local knowledge used by the community to survive in an environment related with belief system, norm, cultures and be expressed in a tradition and myth for a long period of time. The function of local wisdom is as follow, first, as the identity of a community. Second, as the element of residents, religion, and belief unity (cohesive aspect). Third, local wisdom gives solidarity for a community. Forth, changing the point of view and individual/ group reciprocal relationship by setting them above the common ground/ the cultures they have. Fifth, building solidarity, appreciation, and mechanism to avoid the effect which destroys the community solidarity, that is believed coming from and growing based on shared awareness, from the integrity community (Sufia et al., 2016).

Banyuwangi is one of regions that participates in accelerating the local economic growth through tourism industry. Banyuwangi has its on attractiveness in tourism sector which is varied. There is natural view like beaches, mountains, forests, national garden, cultures, and many more (Irawan, 2015). The local wisdom that Banyuwangi has, is the combination of natural geographic and cultures as well as the custom that make Banyuwangi as the main tourism destination that is mostly visited by local and foreign tourists. This can be proven from the statistical data in Table 01 that the number of tourists in Banyuwangi from 2015-2017 have increased. The increase in the number of domestic and foreign tourists in Banyuwangi from 2015 to 2017 increased by 33.33%.

Table 01. The number of local and foreign tourists in Banyuwangi

Year	Local Tourists (Per person)	Foreign Tourists (Per person)
2015	1.926.179	46.214
2016	4.022.449	77.139
2017	4.832.990	98.970

Source: (Department of Cultures and Tourism in Banyuwangi, 2018)

One of tourism destinations in Banyuwangi that has natural tourism spot and cultures is Kemiren village that has excellence in local wisdom from the combination of nature and local culture of Kemiren

village, that are *Barong Ider Bumi* dancing, *Kopi Osing* which is famous with the *Kopi Sepuluh Ewu Festival*, *Gandrung* dancing, and *Angklung Paglak*.

2. Problem Statement

The impact of the implementation of the decentralized system makes each region to optimize the potential in their respective regions. Kemiren village is one of the villages in Banyuwangi, located in the East Java of Indonesia, which has the potential for tourism both natural tourism and local wisdom to be developed.

As a tourism destination, the tourism potential in Kemiren Village in Banyuwangi has a strong attraction for tourist visits, both local and foreign tourists because viewed from the side of tourism products in Kemiren Village which is quite diverse, besides the potential for tourist attraction nature, local wisdom in the form of cultural tourism, folk arts, folk games, traditional ceremonies, legends / folklore that can be displayed to enrich the experience of tourists coming to the objects and tourist attractions in Banyuwangi (Sumarmi, 2015).

At present the number of tourist visits to Kemiren Village, Banyuwangi is still experiencing ups and downs (Betari Avinda et al., 2017) caused by various things and obstacles that might be encountered in the development of existing tourist attractions, both in management and in their use.

3. Research Questions

This research has following questions which it aims to seek answer for the condition and development of tourism in Kemiren village in Banyuwangi, as well as to find out the efforts and strategies that have been carried out by local government in Kemiren village and also Department of Cultures and Tourism in Banyuwangi in order to develop local tourism in Kemiren village, Banyuwangi.

4. Purpose of the Study

This study has the following objective to analyze the conditions and development of tourism in Kemiren village in Banyuwangi and to find out the efforts and strategies that carried out by local government in Kemiren village and also Department of Cultures and Tourism in Banyuwangi in order to develop local tourism in Kemiren village, Banyuwangi.

5. Research Methods

This is a qualitative research using case study approach (Chariri, 2009). The location is in Kemiren village in Banyuwangi. The data collection in qualitative research is observation, interview, and documentation (Rahmat, 2009). Observations are made by directly observing the behavior of informants and their interactions in research so that researchers can obtain specific data outside the formal structure and procedures of the organization. The interview aims to record opinions, feelings, emotions, and other matters relating to informants in the organization so that researchers can obtain more data and can understand culture through the language and expression of the informants and can clarify things that are

unknown. Informants in this study were Department of Cultures and Tourism in Banyuwangi, the local government in Kemiren village, people in Kemiren village, and tourists in Kemiren village. Documentation is an activity of collecting archives, photos and digital data from the internet in order to complete the author's information.

The researcher uses interactive model for data analysis from Miles, Huberman, & Saldana, 2014 in (Natalia, 2017), that consists of data collection, data reduction, data presentation, and conclusion. Data collection is a stage to collect data from interviews, observations, documentation and other secondary data that were successfully obtained. At the data reduction stage is defined as the process of selecting, focusing on simplifying, abstracting and transforming existing data from written records in the field. The process of data reduction is not a one-time process, but it is repeated during the qualitative research process. Data presentation is done after the data has been reduced or summarized. Data obtained from observations, interviews and documentation were analysed. The final step in the analysis of qualitative data is the interactive model of drawing conclusions and verification. Based on the data that has been reduced and presented, researchers make conclusions that are supported by strong evidence at the data collection stage.

6. Findings

Tourism development is one of efforts to promote the attractiveness of tourism for development. In developing the tourism, it needs the participation from government and the community surroundings. Gamal, 1997 in (Ronitua & Pakpahan, 2013) states that tourism development aims to enhancing the product and quality, balanced, gradual service. Poerwadarminta, 2002 in (as cited in Ronitua & Pakpahan, 2013) emphasis more on a process or a method to make something becomes onward, excellent, and useful.

Gamal Suwantoro, 2004 in (as cited in Ronitua & Pakpahan, 2013) state that the basic elements to get the attention to support tourism development in a region as the tourism destination are planning, implementation of its development, and the expansion that consist of: (1) The objects and the attractiveness of tourism to attract tourists and visitors to come there. (2) Tourism infrastructure is natural resources and man-made resources that absolutely needed by the visitors in their journeys in a tourism destination, such as roads, electricity, water, terminal, and many more. The tourism infrastructure development that considers the condition and location will improve accessibility of tourism object for enhancing the attractiveness of tourism destinations. (3) The facility is a complete series of resource in the area of tourism that serves the need of visitors in enjoying their travel. Various tourism facilities that must be available in a tourism destination of a region are hotel, travel agency, transportation centre, restaurant, and another facilities. (4) The infrastructure is a situation that supports the function of facility and its infrastructure of a tourism, in term of the control system and the construction on the land and inside the land, like irrigation system, electricity resources, energy, transport and terminal lane system that are sufficient. Communication system, Security and supervision systems that give an ease in all sectors for the tourists, will enhance the attractiveness of tourism object. A sufficient infrastructure that is conducted well, will improve the function of tourism facility and support their life qualities.

Tourism activities with the attractiveness of its environment gives positive impacts for the economy growth (Simanjuntak et al., 2017). World Trade Organization (WTO) identifies the positive impacts are as follow: (1) To improve the demand of farmer local product. Tourism development that integrates with the

farm demand, then the demand of farming product will improve and become golden chance for the local farmers to produce and supply the farm product. (2) To support the local development or land which are less productive. The existence of tourism can improve the value of land through the development of tourism facility on land that is less productive. (3) To stimulate the interest and demand of an exotic product for a region and a country. Tourism destination usually has specific superiority as the main attractiveness for the visitors, for example, the exotic view, unique hand-made, local wisdom, and many more. (4) To encourage the development in a region and create new economic area. Tourism development needs an area that can be made as a resort development or home stay. (5) To avoid population concentration and the spread of economy activities. Tourism development that is located in periphery, mountains, beaches, and another location, will support the spread of population concentration and economy activity to another regions that will cause the movement of economy growth to another regions. (6) Infrastructure dissemination to remote area. Tourism location is spread to the periphery, mountains, beaches need facility like roads, communication, electricity, water, etc. The existence of infrastructure will attract visitors to come. (7) The management of resources as the revenue source or income for local authority. The development of tourism in a region will improve the need of resources so that management system is important to be conducted well.

Since 2002 the Regional Government of Banyuwangi has begun to form, manage and regulate the tourism sector with the issuance of Regional Regulation number 40/2002, concerning the Efforts of the Regional Government of Banyuwangi in order to advance the tourism sector while maintaining the preservation of nature and culture. The Regional Regulation is used as a legal basis for every development of the tourism sector in Banyuwangi. Since the issuance of the Regional Regulation, the management of tourism objects began to be carried out by each local government together with. Department of Cultures and Tourism in Banyuwangi. This can be seen from a variety of creative innovations that have been carried out by the local government related to the business of managing these attractions (Fahad & Endrayadi, 2017).

Banyuwangi has potential tourism that offers variety attractiveness. One of tourism destinations that has local wisdom is culture and custom of Osing tribe in Kemiren village. The village develops and manages local wisdom so that it is sustainable. Several culture activities in Banyuwangi Festival (B-Fest) that are managed by Department of Cultures and Tourism in Banyuwangi: (1) Barong Ider Bumi dancing (2) Kopi Sepuluh Ewu (3) Gandrung dancing (4) Angklung Paglak.

6.1. The rating of local tourism development strategy in Kemiren village

6.1.1. The object and attractiveness of the tourism

The object and tourism attractiveness are potential that encourage visitors to come to the tourism destination. Based on the result in observation, Kemiren village is one of areas that has local wisdom, such as tradition and habit: roasting coffee, cooking the traditional food, dancing, traditional music, and making batik. The local wisdom that Kemiren village has, makes the local officials and villagers to manage and make Kemiren village as the tourism object to be visited by local tourists and foreign tourists. Based on observational data found that the number of tourists that visit Kemiren village every year is improving. The number of local tourists in 2017 is 3.296 people and foreign tourist is 84 people. In 2018, local tourists is

8.750 people and foreign tourists is 105 people. (Pokdarwis of Kemiren village, 2018). Because of the number of tourists are improving, it is expected to give profit for the region and create the cooperation among the local officials and the community to develop the regional tourism. It also shows that the tourism objects in Kemiren Village are increasingly famous by local and foreign tourists.

6.1.2. The infrastructure

The development of infrastructure that considers condition and location, will improve accessibility of tourism object that causes the improvement of attractiveness of tourism. The tourism should not depend on natural resources and the environment, but it should offers facility and activity as the support of tourism activities. Kemiren village has already had tourism infrastructure to promote the tourism, such as electricity, water, roads, and bridge.

6.1.3. Tourism facility

The availability of tourism facility must be adjusted with the tourism necessity, quantitative tourism facility refers to the number of facility that must be available, and in qualitative that refers to the service quality given and represented in the visitors satisfaction. Kemiren village offers facility that supports tourism, such as community housing as the home stay and several travel packages to Kemiren village that can be accessed in website managed by Pokdarwis (travel conscious group) in Kemiren village. The village has Pokdarwis that is an organisation owned by this village and consisted of the local people who develop tourism in Kemiren village. The people in Kemiren village are aware that the tourism sector is able to bring in other income besides their main work, so the community work together to maintain the preservation and natural feel of the village. Without the public realizing this situation is able to preserve the environment and nature without having to over-exploit nature to increase income.

6.1.4. The governance and infrastructure

An excellent infrastructure will support the facility function and the tourism infrastructure that give impact to the development of the number of visitors who visit there. Kemiren village has already had good infrastructure, such as: (1) Electricity resources that connect to the people’s house. (2). Clean water resources comes from its sources and flows to the people’s house. (3). Communication system that has already connected. (4). Security system that is maintained by the cooperation among the security and local people (see Table 02 & 03).

6.2. The supporting factors and its barriers in developing tourism in Kemiren village

Table 02. The Supporting factors and The Barriers in developing tourism in Kemiren village

The Supporting Factors	The Barriers
<ul style="list-style-type: none"> - The object of tourism that is already famous and known by the communities. - Kemiren village with its local wisdom is already famous and known by the local and international people so that the number of visitors is improving every year. 	<ul style="list-style-type: none"> - The lack of public transportation accessibility to Kemiren village. - Limited public transportation to Kemiren village for the visitors who do not use private vehicle.
<ul style="list-style-type: none"> - The role of government and community. 	<ul style="list-style-type: none"> - There is lack of creativity in packaging on souvenirs and gift shop in Kemiren village.

<p>- There is government cooperation among Department of Cultures and Tourism in Banyuwangi and local officials in Kemiren village for tourism development.</p>	<p>- There are souvenirs and gift shops in Kemiren village that have typical products of Kemiren, such as coffee, key chain, clothes, etc, but not all visitors are interested buying those products because of limited product and the package is not worth to buy.</p>
<p>- There is community awareness in developing the tourism. - The establishment of Pokdarwis that consists of local people who develop tourism in Kemiren village.</p>	

6.3. The rating results of local tourism development strategy

Table 03. The Rating Indicator of Local Tourism Development Strategy in Kemiren Village

No.	The Rating Indicator of Local Tourism Development Strategy	Findings
1.	To improve the local farm product demand.	Festival of Kopi Sepuluh Ewu will support the improvement of local farm, such as coffee plantation.
2.	To promote the local development or less productive land.	Banyuwangi Festival (B-Fes) consists of Kopi Sepuluh Ewu Festival, Barong Ider Bumi dancing, Gandrung dancing, and Angklung Paglak that is held annually, local officials and the villagers of Kemiren provide the area to be used for this festival so that the visitors will see and enjoy the festival.
3.	To stimulate the interest and demands on typical and exotic products in a region or a country.	The tourism which is superior in Kemiren village is the local wisdom owned and survived by Osing tribe in Kemiren village, they are: (1) Barong Ider Bumi dancing. (2). Kopi Sepuluh Ewu. (3). Gandrung dancing (4). Angklung Paglak.
4.	To encourage the development of a region and create the new economy activity dissemination.	The tourism in Kemiren village can support the improvement of regional income in Kemiren village, that is like home stay which makes use of houses, restaurant which provides typical dishes of Osing tribe in Kemiren village.
5..	To avoid the population concentration and economy activity dissemination.	Restaurant and home stay in Kemiren village are built on the paddy fields so that it will support the dissemination of population concentration and economy activity to remote area that give impact to the economy improvement in all remote areas in Kemiren village.
6.	The dissemination of infrastructure to remote area.	The infrastructure in Kemiren village, for example, the construction of asphalt roads, clean water, electricity access to the remote village so that it will support the need of visitors to come.
7.	The management of resources as revenue sources or income for local authority.	The festival of Kopi Sepuluh Ewu improves the amount of productions and coffee quality so that it can fulfill the need of visitors to come and it can be as the promotion for those who love consuming coffee - local and international people.

7. Conclusion

Based on the research findings, it can be concluded that:

7.1. Local tourism development in Kemiren village in Banyuwangi is managed well by applying local tourism development strategy, which is the development of tourism objects and the attractiveness and the reform on infrastructure and facility so that there is improvement on the number of domestic and international visitors.

7.2. The development and expansion of local tourism in Kemiren village has good rating, but there are still some barriers, namely the lack of accessibility on public transport to Kemiren village and the innovation on souvenirs and gift shops in this village.

7.3. The result and strategy of local tourism in Kemiren village in Banyuwangi which has been conducted by Department of Cultures and Tourism as well as the local officials and the Kemiren people, will give impacts, such as Kemiren village becomes famous, the improvement on economy, the sustainable local wisdom through Banyuwangi Festival (B-Fest) which is held by Banyuwangi government.

7.4. The local government together with the Kemiren village community can provide public transportation for tourists who do not use private vehicles in the form of taxi or motorcycle taxi from the bus terminal or train station to Kemiren village and vice versa.

7.5. The local government must have creations managed by BUMDES (Village-Owned Enterprises) such as making food, snacks, souvenirs or crafts that depict village culture such as Barong Ider Bumi dance, Gandrung dance or Angklung Pagak made by the villagers themselves, so that they can attract local tourists and foreign tourists who are visiting.

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