
TECHNOLOGY AND ARTS SCIENCE FOR SOCIETY (IbM) THE MANAGEMENT OF JIPANGAN TOURISM VILLAGE

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Abstract

Ability and skill of the administrator in managing the Jipangan touristy village were deemed very limited, therefore a workshop in enhancing the quality is needed. Thus, the expected target is the enhancement of the ability and the knowledge of the administrator in Jipangan touristy village in the field of management and tourism. The methods employed were program socialization to promote communication and to help increase the understanding of the administrators about the importance of developing the ability in managing a touristy village. Together with the team, they identified and studied the problem, the potencies, and chances which then arranged in a plan and implemented as workshops aiming to improve the ability of the participants in comprehending the issues of management and tourism in enhancing the touristy village and to give practical experience in accordance with the latest development. The materials given were Management Workshop, Performing Arts and Tourism Workshop. Monitoring and evaluation were conducted to monitor all workshops, both the process of implementation and the expected results so they could be well elaborated as stated in the initial objective. The result showed that the administrators got a new perspective and knowledge about how to run a touristy village well so it could develop. In the end of the workshop some donations were handed over, such as costumes for *jathilan*, brochures, and company profile witnessed by the administrators, representatives from Tourism Office Bantul, and local residents.

Keywords : management, touristy village, enhancement of ability

INTRODUCTION

The effort in developing an integrated touristy village by the Local Government of Bantul Regency is a very strategic step and it has a good prospect. The success in developing a touristy village depends on the good impression and pleasantly from the tourists after visiting a touristy village. The good or pleasant impression will be established if the tourists can get what they expect, from food and beverage, accommodation and souvenirs. On the contrary, if they get bad impressions, it could be assumed that the development of the touristy village is not successful which means the tourists visiting it cannot fulfill their expectation or necessity.

One of the touristy villages which now becomes a center of attention of the Tourism Office in Bantul Regency is Jipangan Touristy Village. It is located in the sub-village of Jipangan which is a part of Bangunjiwo village, Kasihan sub-district, Bantul regency, Special Region of Yogyakarta. Bangunjiwo village is 11 kilometers to the southern part of Special Region of Yogyakarta, and 6 kilometers from the capital of Bantul regency. This location is easily accessible for all vehicles and it has been connected to the main paved roads which also becomes a touristy village next to Kasongan touristy village that has been well known as the center of pottery

making and has been well developed in Bantul regency.

Geographically the Jipangan hamlet is on the highland with rice fields overlaid. The area is around 71,489 Hectares, the main occupations are farmers and bamboo handicraft makers. Bamboo fans which have improved the economy level and become the mainstay of the residents of Jipangan have been made as souvenirs since 1985.

Jipangan craft village has stubbed an idea to promote their handicraft industry as a touristy village both for domestic and foreign tourists by naming a group of handicraft makers as **KAJIGELEM** which is an acronym from:

- **K**asongan hamlet as the pottery industry center
- **J**ipangan hamlet as the bamboo fan industry center
- **G**endeng hamlet as the parchment *tatah* (carving) and *sungging* (coloring) industry center
- **L**emahdadi hamlet as the stone statue industry center

Jipangan touristy village which lies in Jipangan is one of the village's assets which is targeted to develop. Administratively this hamlet is on adjacent area with Kasongan village at its North, Pendowoharjo and Bedog river at its East, Kalangandi at its South and Bibis at its West. Jipangan touristy village is basically a new touristy village because it was only established in 2013, upon the initiative from all residents and the youths who were well aware of tourism. It was solely based on the strong commitment and motivation to further dig the potential of that village in attempt of improving the income and welfare of the residents.

This village soon gained attention and was proclaimed as a touristy village on the 15th March 2014 and was predicted to quickly develop because of the strong determination and commitment from all the motivators of tourism awareness. The potencies they have is a typical traditional village atmosphere along with its cultures, the location which is near to

the rice fields and river that could be developed as a water recreation or farming edu-tourism center. Besides, the home industry both the handicraft and culinary have developed and the motivation as well as the spirit of the youths to advance the village have added its excellence.



Picture 1.

Inauguration of the touristy village by GKR Hemas

Until now, the Jipangan touristy village already has several facilities such as *mushola* (a small mosque), a field as out bond activities area mostly used as water and in-land recreation, equipped with toilets, homestay, handicraft workshop, and showroom. In addition to the group of bamboo fan craft makers "MAS PANJI" which has been the favorite, Jipangan is also rich with performing attractions and cultures, namely: *jathilan*, *karawitan*, *gejok lesung* and so forth. One of them is the group called as "Kudho Kencono". Not only enjoying the performing attractions, the tourists could also experience a practice of playing *gamelan* or *gejok lesung*, so as they would get an unforgettable experience in Jipangan.



Picture 2.
Jathilan Group “Kudho Kencono”



Picture 3. Entrance archway of Jipangan touristy village.

The recent facilities will always be improved to give comfort and satisfaction to the tourists who come to enjoy the beautiful village ambience. However, the potential and the spirit from all administrators of this touristy village are not enough because they must be in balance with the enhanced knowledge and skill to manage and market the touristy village optimally. Hence, it is hoped the tourists visit would increase and they would feel satisfied with all products and services from the Jipangan touristy village. In addition, the residents of the village must be educated and prepared as a tourism awareness community to be able to serve their guests with manner and hospitality so as the guests will feel comfortable and this is expected to be the supporting system of increasing their income.

Based on a further observation towards the internal condition, some issues were found, such as : the limited capabilities of human resources especially in their entrepreneurs' sense, their management and ability, their lack of courage in taking action which is considered risky, and their low expectation in what they do and achieve. With some workshops, they are expected to be able to adopt the latest technology to increase the competitiveness of their products.

The limited resources, mostly found in their weak management system because they still use traditional or kinship base management, business and family finance are not managed separately, holistic plan for production process and marketing as well as documentation are not yet planned and organized thoroughly. Another weakness is the limited network of marketing, they have not got the chance to join exhibition, promotion and marketing are still conducted conventionally. It is all may be resulted from their relatively crude experience that they still need a mentoring, both the material and the human resources who administer.

According to Australia's Commonwealth Departemen of Tourism (1994) in the strategy of Australian tourism countryside, its classifications include; islands, beaches, hinterlands, villages, bushes, and remote areas. This category connects the variables and perceptual ecology especially on the geographic patterns and village settlement. While Lane (1994) identifies the factors influencing the sustainable investment in rural areas are: refinement value, special assets of fauna, cultural assets, ease of access for citizens, sports facility, management skill, and effective promotion.

Tourism is seen as an instrument for raising investment in potential areas. Compared to other sectors, farming and other primary sectors – one of them is tourism- are

faster to implement, because it could be implemented by the easiest method and relatively lesser constraints. On the contrary, other sectors may have more constraints. Tourism industry offers a fast way to build supporting industry, for example: hotels, restaurants, tourism bus rentals, boat rentals, souvenir industries, and so forth (Gunawan dan Ina Herlina, 2000).

To have a sustainable tourism, the implementation of the development must rely on some principals to maintain freedom, independence, unity of nations and territories; nurture the love for the homeland, unity, diversity, pluralism, and multiculturalism; equalize and develop the welfare and increase the inter-ethnics friendship, and peace (Ardika, 2007). In conjunction with tourism development, Pinata & Diarta (2009) said that, to develop a village into a tourism area with attractions, several stages of approaching are needed, first is planning which consists of two stages, individually and collectively. This stage has to be initiated by increasing the awareness from each local resident and then adopted collectively to utilize the local resources in planning the social economy system. For strengthening the social system, partnership between local community and formal tourism board must be built to guarantee the sustainable of the tourism in that area. The last is the implementation of the village tourism development plan, characterized by the ongoing tourism in that village.

METHOD OF ACTIVITY

The target of the activity in developing the touristy village is the administrators and the group leaders committed to touristy villages. After getting workshop materials, they are expected to be able to pass the information to their colleagues or their subordinates so there will be an even human resource development in all touristy villages.

Hence, it is hoped the target could be achieved, which is the enhancement of the skill and knowledge of the administrators especially in management and marketing and forming a community that is aware of the tourism, as well as the availability of the brochure and company profile as means of promotion containing information about the available products in Jipangan Touristy Village.



Picture 4. Program Explanation

By finding out the problems, solutions could be offered to increase the performance by developing their village in order to be more powerful and in the future it could take more part in developing the economy system in the society. The applied methods were, firstly there was a program socialization to create a communication and to help enhance the understanding of the administrator of touristy village and all related parties about the importance of the program in developing the village and to support the development of the tourism, and also to advance the economy of the society. The community service program is to enhance the ability of the touristy village's administrators. During the program, together with the team, they identified and studied the issues, potencies, and the chances. After all potencies and issues were identified, administrators and the team arranged a realistic and concrete activity plan. The activity plan was implemented by doing workshops aiming

to enhance the ability of the participants in understanding the issues that have been problems in developing the touristy village and giving practical experience in accord with the latest development.



Picture 5. Meeting of *Pokdarwis* (tourism awareness group)

The workshop materials given were: Performing Arts, Art Management, and Tourism Workshop. Each of them were conducted 8 times, hoping that participants could get sufficient understanding to manage the touristy village and the group much better and professionally. After workshops, monitoring and participative evaluation were conducted which were parts of assessments, studies, and monitoring, either from the process and the result to see the effect and to make sure that everything was in order as stated in the initial objectives.

RESULT AND ANALYSIS

Before the community service was implemented, a survey to Jipangan village was conducted to find out any potencies in that village by visiting the administrator. After that a socialization with the administrator of the touristy village, art community, and craft makers was conducted to give brief explanation about the community service itself and the implementation technique on the field. The response from the village was positive, proofed by the flowing discussion and deals related to the program implementation. Besides, they were very enthusiastic and

cooperative with the plan delivered for them. The opening of the workshop program was attended by some administrators, local public figures, and representatives from the Tourism Office Bantul.



Picture 6. A meeting with Tourism Office Bantul.

The first workshop was management workshop that aims to improve the management of tourism village, materials given include the financial management, marketing, human resources and effective communication. Participants were very open minded in receiving the input from the community service team. The tourism awareness group was also enthusiastic in learning how to have a good and exact managerial management for the advancement of their touristy village. The finding was that previously they did not have a good management; therefore there were some uneven cash flow from some funding posts. The workshop was attended by 25 participants, asking several different problems related to management in order to improve and develop their tourism village. With the workshop, they were expected to maximize the funding from several available posts. The advancement in communication was well noted during the workshop, hopefully the next coming visitors will feel a familiar and natural atmosphere during their visit.

The arts workshop was attended by 15 people, materials were ranging from

introduction to various Jathilan dances, the opening moves especially the addition of the variety of *tayungan prajuritan* move. Expansion of *sembahan sila* and *sembahan jengkeng* moves were also taught, followed by dancing poses that has to be *dedeg* or *trap njoged* in Yogyakarta's style, and also introduction to *greged*, *sungguh*, *ora mingkuh* (Mataram style dancing principal). Another material was developing the composition of *rampak* move, added some moves to it simultaneously especially on *kiprah* move dan expanding the *perangan* move. Participants were also taught about grace and clear dance structures. Difficulties in dancing were solved together, that dancers already mastered the *dedeg* dance, *greget*, *sungguh*, *ora mingkuh*. After that a run through to practice the whole session of Jathilan was done, from the opening salutation until the closing salutation. Positive responses were shown during the workshops for the Jathilan dancers. Some additional moves for the dance which were also taught and practiced, were responded well.

The last workshop was tourism workshop, attended by 20 participants. Materials given were about introduction to tourism, identification of tourism industry, facilities and infrastructures for tourism, tourism objects and attractions, tourism management and marketing, and introduction to touristy village and how to develop it. Participants were enthusiastic in receiving materials to be able to develop their touristy village. They seemed very motivated to improve some touristy objects and attractions (crafts, nature tourism, water recreation). It was undeniable that there were some constraints in developing the village, because of the sugar company waste, which was periodically wasted to Bedog river crossing the touristy village, not to mention the massive bamboo waste from bamboo fan produce. An idea to overcome that issue came across during the workshop. Next opportunity there will be a workshop for making handicrafts from the waste of bamboo (bamboo humps) to have a selling value so that it will add their village's potencies.



Picture 7.
Handover of donation, for dance costume's.

Except the workshops mentioned earlier, the team made some brochures and a company profile informing all tourist attractions and interesting tourists objects around Jipangan. The brochures and the company profile were meant to help expanding the marketing so that Jipangan touristy village will be recognized by both domestic and foreign tourists. To add the list, a series of new Jathilan dance costumes were handed over. The jathilan dance costumes consisted of clothes, *jarik* (traditional cloth) and some supporting accessories. The handover of costumes for Kudho Kencono was well received and indeed was very significant in helping the cash flow of Jipangan touristy village. The series of workshop were closed by giving brochures, company profile, and Jathilan costumes, attended by Tourism Office Bantul, administrator of the touristy village, and the leader of the arts community.



Picture 8. The handover of *company profile* CD and brochure.

marketing and development of Jipangan touristy village.

THANK YOU NOTES:

1. Direktorat Riset dan Pengabdian Kepada Masyarakat, Direktorat Jenderal Penguatan Riset dan Pengembangan, Kementerian Riset, Teknologi dan Pendidikan Tinggi Republik Indonesia.
2. Dinas Pariwisata Kabupaten Bantul, Daerah Istimewa Yogyakarta.
3. Pengelola Desa Wisata Jipangan Kabupaten Bantul, Daerah Istimewa Yogyakarta.

CONCLUSION AND RECOMMENDATION

From overall community service in terms of management workshop, performing arts, and tourism workshop as mentioned above, a conclusion could be made that as a new touristy village, Jipangan still hides a lot of potencies to be developed. Community were very welcome to improve themselves with workshops and extra knowledge, that hopefully this village will excel and develop and also broadly well-known.

Shift of change in marketing activities shows that now it is more aggressive than before, and it is expected that to attract more tourists to come and stay at Jipangan touristy village. Many potencies which now are being developed by the community in Jipangan touristy village are expected to be particular attractions in making this village as a favorite touristy village in Bantul regency.

To make it all happen, supporting facilities must be well prepared along with the *sapta pesona* (seven charms) program in the livelihood in Jipangan, as well as to market it outside Yogyakarta to broaden its market. Besides, the involvement of the government is highly expected such as in giving more supporting facilities and funding for the

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