

Creative Tourism Development Model Through Natural Dyeing Batik Educational Tourism To Increase Interest In Tourism Visits In The Natural Village Of Malon, Semarang City

Nina Mistriani ¹, Febe Humble Kristanto ², Vinka Wahyu Pramesti ³, Anggun Rina Ardiana ⁴, Regina Marsya Maharani ⁵, Putri Aulia Hamidah ⁶, Atalya Taqwa Setyo Nurani Dewi ⁷, Ida Rohmawati ⁸

¹⁻⁸ Study Programs of Tourism, The Higher School of Economics Tourism Indonesia, Semarang City

Corresponding email: febe.humble@gmail.com

Abstract: *Tourist creative development through batik education tour is one of an effort in conserving culture of Indonesian society, encouraging empowerment of society. One of them is on the Malon Village which develops a creative tourism. This study aims to analyze the development models of creative tourism through natural-colored batik education tour to increase the interest of tourist visits in an effort to enhance the small to medium tourism business to improve the local economy. This study uses qualitative methods, a field observation, interviews, and library studies. The result of this Natural Thematic Malon Village has a privilege in natural dyeing sources from processing or reusing the natural waste (leaves, bamboo, woods and others) in the environment around the village. These things give an impact to waste utilization, and are friendly for the environment as well. In its development this place became a Creative Malon Village model that provides nature-dyeing batik education tour, however there is a number of necessary things that need to be fixed related to the marketing that is narrow. Promotions are more focused on exhibitions at the mall or certain programs, rather than using social media and E-commerce to help the development of creative tourism for the village incomes and the interest of tourist visits. The Pentahelix involvement on developing business involving the role of SMEs and local village government.*

Keywords: *Creative Economy, Tourism Education, Tourist Visits Interest, Tourism Development*

INTRODUCTION

Creative tourism is an important aspect in the tourism industry whose response can quickly change times and tourist preferences. This is because tourism is creative in developing unique tourism experiences and deepening the experience for tourists when they are in tourist destinations, as well as having an impact on the economy of regional communities and on preserving local culture. The approach used at the collaboration stage is between educational tourism and an approach to local arts and culture as a way to develop creative tourism through tourism. The Natural Colored Batik Center in Malon Village, Gunungpati District, Semarang City is one of the tourist destinations with great potential in the creative tourism development model.

Natural Color Batik Center is a place or region that is the center of production, economic and cultural activities related to batik whose coloring process uses natural materials. Batik centers have an important role in preserving and developing traditional art, where tourists can explore the history of batik in the area, the manufacturing process, coloring, and local cultural heritage. Examples of famous batik centers in Indonesia include Solo, Yogyakarta, Pekalongan, and Lasem. In this introduction, we will discuss how the Natural Color Batik Center is in Malon Village, and how the development of an educational tourism model at the

Natural Color Batik Center in Alam Malon Village, Gunungpati, Semarang City is a relevant step and has the potential to provide benefits for various parties.

Educational tourism at tourist attractions is a program where tourists visit a tourist location with the main aim of gaining direct learning experience at the tourist attraction (Rodger, 1998) in Sifa (2011). Apart from attracting tourists, educational tourism objects can also be used as an alternative as a means of learning for the public and tourists. Related to the implementation of learning that utilizes natural, social and cultural conditions as well as regional wealth to produce new experiences and knowledge. This program can be packaged in such a way that annual tourism activities or extracurricular activities have quality and weight. The materials in educational tour guides have been adjusted according to the educational curriculum. Every time tourists visit, tourist attractions will be adjusted to suit their interests in the field of science they are studying. Ideally, educational tourism is specifically designed to fulfill the scientific capacity of tourists to fill national insight through travel activities, getting to know the region and local resource potential between districts, provinces and between islands in Indonesia. Travel activities in educational tourism will have a broad impact on economic development in the region, because it can support the economic movement of the people as well as open up artistic and cultural products that tourists need to know about. This educational tourism activity is a learning tool to preserve culture and introduce the noble values of history and culture of the Indonesian nation.

The Natural Color Batik Center in Kampung Alam Malon, Semarang City can also be a means of education about local cultural arts, namely batik cloth. Batik cloth is a type of cloth decorated with artistic patterns produced through a distinctive dyeing process. Batik is characterized by geometric patterns or motifs that reflect the culture and identity of a region or community group. Indonesia is known as a country that has a rich and deep batik tradition, with various regions having their own batik patterns and styles. Batik cloth not only has artistic value, but also reflects cultural and historical values. Batik is used for various products such as clothing, accessories and other craft items. At the global level, batik has been recognized as a cultural heritage by UNESCO, recognizing the importance of the traditions and beauty of batik art from various regions in the world.

The development of batik centers has a significant impact on various aspects, including the economy, culture and community development. Some of the impacts include: local economic development, cultural heritage preservation, education and training, tourism development, promotion of local identity, as well as being a collaboration for artists, craftsmen and business people. This certainly has a positive impact on all parties involved, especially the

local community. Because batik centers often become economic engines for local communities and communities. Batik production, sales and tourism can create opportunities for residents, as well as connect communities to create strong networks to support economic and community progress.

The attraction of batik centers can attract tourists with its various advantages. Some factors that are attractive to tourists involve: direct experience, cultural education, creativity and expression, unique and quality products, different local tourism. By combining elements of tourism, education and art, batik educational tourism can be an attractive option for tourists looking for a more in-depth and meaningful experience.

In this context, the development of a creative tourism model through natural dye batik educational tourism to increase tourist interest in Kampung Alam Malon. This approach brings many economic, cultural, and educational benefits, while also helping to preserve local arts and culture. The success of this model will depend on close collaboration with relevant parties, local communities and adequate tourism investment.

METHOD

Research Method is a step that is owned and carried out by researchers to collect information or data and carry out investigations to find out the Creative Tourism Development Model through Natural Color Batik Tourism Education to Increase Tourist Interest in Kampung Alam Malon, Semarang City. The research method provides an overview of the research design which includes: procedures and steps that must be taken, research time, data sources, and with what steps the data is obtained and then processed and analyzed in order to obtain detailed and informative data and information that is in accordance with the facts in the field. The following are several research methods that the author uses, namely qualitative research methods. Type of case study research.

Qualitative Research Method is a specific, transparent and in-depth research method that focuses on qualities that describe a realistic view of the social world and perspectives that have been experienced by sources, both individuals and groups, where this cannot be measured with numbers. A qualitative research approach that uses data in the form of narratives, story details, and construction results from sources. Data can be obtained through in-depth interviews and observation.

Observation

Observation is a data collection technique through observing and recording the objects studied. The researcher uses frank observation where the researcher reveals to the resource

person or community or group from Kampung Alam Malon, Semarang City that the researcher is carrying out observations so that the entire research process is known to the resource person.

Interviews

Researchers carried out data collection techniques by conducting interviews or question and answer interviews with resource persons managing natural dye batik, Kampung Alam Malon, Semarang City to obtain information in the form of verbal statements regarding an object or event in the past, present and future. Researcher creativity is very necessary because the results of the interview depend on the researcher's ability to look for answers, record and describe each answer to search for and find a Creative Tourism Development Model through Natural Color Batik Tourism Education to Increase Tourist Interest in Kampung Alam Malon, Semarang City that suits their preferences, goals, and expectations of local stakeholders.

Literature review

Carrying out literature studies by searching for and collecting data from books, reports, literature and previous records that are related to the problem to be solved. There are four stages of library study in research, namely preparing the necessary equipment, preparing a working bibliography, organizing time and reading or recording research material (According to Zed, 2004). This data collection uses the method of searching for sources and constructing them from various sources, for example books, journals and research that has already been carried out. Library materials obtained from various references are analyzed critically and must be in-depth in order to support the propositions and ideas.

RESULTS AND DISCUSSION

Educational tourism programs are the answer to human needs in developing environmental resources which can lead to sustainable community participation according to Amoah(Mistriani et al., 2023).

The Kampung Alam Malon Batik Center is a center for batik production, training and sales activities, where local people gather to make batik works of art. Alam Malon Village itself is located in Gunungpati Village, Gunungati District, Semarang City. Malon Village is considered to have potential which is felt to be able to be developed in the future both in terms of human resources and natural resources. In 2006, Malon Village was appointed as one of the 16 areas that received the Thematic Village Program in the Semarang City area with the aim of increasing employment opportunities, developing village potential, and preserving local culture, then called Kampung Batik Warna Alam. Malon Village is known as the Natural Color

Batik Village with the specialty of batik coloring which comes from saw blades, leaves, mangosteen skins, jengkol skins and other natural waste.

The Creative Economy is able to provide understanding and skills to the community in managing the economic potential in the village and its surroundings in a strategic and innovative way. In principle, the development of the creative economy focuses on developing skills and knowledge in creating, developing and marketing products or services based on creativity, innovation and art.(Masruroh & Suprianik, 2023)

The results of the creative economy from the Kampung Alam Malon Batik Center, Gunungpati District, Semarang City include: local culinary delights, animal husbandry, plantations, and most importantly batik. Batik as a work of art can be classified as a product of the creative industry which falls into the fashion category. With this, batik has the potential to be developed into a creative industry because of the diversity of motifs from various regions in Indonesia. Distinctive patterns and designs using a dyeing process using leftover waste make Kampung Alam Malon batik attractive to tourists and buyers. This also opens up job opportunities for local communities, as well as providing new, environmentally friendly innovations in creative ways that have an impact on the regional economy.

As time goes by, the Kampung Alam Malon Batik Center faces many obstacles in its development, such as post-pandemic economic constraints, decreasing enthusiasm among the community of batik craftsmen, and decreasing number of enthusiasts and tourists. This makes the Batik Center in Kampung Alam Malon stagnant and tends to be less developed. Therefore, a development model for this batik center is needed in the form of educational and promotional tourism.

The educational tourism model is a concept or approach in developing tourist destinations that emphasizes educational and learning aspects. The aim of the educational tourism model is to provide visitors with an educational experience while providing entertainment and enjoyment. This allows visitors to learn while enjoying their time at the destination.

Educational tourism at the Kampung Alam Malon Batik Center has been carried out since its inception, presenting several types of activities offered to visitors which are still being developed today. This educational tour is taken from resources that certainly exist in Malon Alam Village, by involving the community as guides to guide tourists when visiting and carrying out educational tours. Firstly, the activity of milking cows is one of the activities that is popular with tourists because they can find out how and the process of milking cows directly

using cows from the people of Kampung Alam Malon. This educational tour is usually popular with school children.

The Kampung Alam Malon Batik Center is a center for batik production, training and sales activities, where local communities gather to create batik works of art with the aim of increasing employment opportunities, developing village potential, and preserving local culture. The development of batik centers has a significant impact on various aspects, including the economy, culture and community development. Some of the impacts include: local economic development, cultural heritage preservation, education and training, tourism development, promotion of local identity, as well as being a collaboration for artists, craftsmen and business people.



Discussion with Mrs. Umi as Chairman of Batik Malon

Batik education is certainly the main attraction for tourists on educational tours in this place. Batik making techniques that tourists can learn are using canting and stamping. Tourists will also follow the batik making process, starting from making batik patterns, dyeing with natural dyes as a specialty of Batik Kampung Alam Malon, drying, cleaning wax, finishing until it becomes a complete batik cloth. Batik educational tourism can be carried out by all groups of all ages, and can be a medium for developing knowledge of the nation's cultural heritage.



Researchers with the mothers who make Batik Malon batik Source : Writer

Lastly, the educational tour offered is making Wedang Malon. This activity is generally popular with the community of visiting mothers. Starting with a demo shown to tourists, then tourists can participate in making it directly. Wedang Malon is a typical drink from Kampung

Alam Malon which is made from a blend of spices grown around the village area, such as: ginger, cardamom and lemongrass leaves, mixed with Javanese sugar, pandan leaves and also pieces of young coconut. Wedang Malon has a unique taste and functions as a body warmer. Through these three educational tours, tourists have options for visiting activities, reducing natural waste and maximizing the potential of natural resources around the village, and increasing knowledge to inherit local cultural arts.

The potential of the Kampung Alam Malon Batik Center is very large, so there must be maximum promotional power. Promotion is a series of activities or strategies carried out to increase awareness, interest and purchase of a product, service or brand. Promotion can involve various methods, batik centers at this location generally promote directly at malls, events, and by word of mouth. Limited promotion can be improved by using social media.

Promotion via social media can be done through several platforms, Kampung Alam Malon has used the personal WhatsApp application as a medium for promotion and customer contact. Some promotions that need to be developed include using Instagram to show what activities can be done during a visit to Kampung Alam Malon, events or exhibitions attended by batik craftsmen to introduce creative economic results from natural dyed batik craftsmen, introduce plantation, livestock, and wisdom products. local communities in the form of culture and art that is displayed when there are big holiday celebrations. This will attract a wider range of tourists effectively. Promotion can also be done by creating a website and other social media accounts, by involving the community, especially young people, in managing the social media of Kampung Alam Malon.

Promotion via social media has proven to have a more significant impact at this time. Some of the impacts felt are being able to reach a very wide audience, sellers and customers can interact directly through comments, messages and feedback. Social media platforms also provide analytical tools that allow sellers to track and analyze performance improvements or declines. Engaging content can also go viral and reach a larger audience. By utilizing social media effectively, promotions can be a powerful tool for developing the creative economy and increasing tourist interest in visiting Kampung Alam Malon.

Previous Research Table

No.	Name, Year, Title	Method	Research result
1.	(Swesti et al., 2020) Creative Tourism Development Model to Achieve Sustainability in Kasongan Tourism Village	Qualitative Method	It is hoped that the development of the Kasongan Tourism Village as a creative tourism destination can maximize the potential of cultural tourism through the uniqueness of its crafts. The creative tourism development model in the Kasongan Tourism Village is a development model based on the sustainable business pattern of the creative industry in the craft subsector, where tourism plays a role in providing added value, whose commercial value turns out to

Creative Tourism Development Model Through Natural Dyeing Batik Educational Tourism To Increase Interest In Tourism Visits In The Natural Village Of Malon, Semarang City

			be able to exceed the craft business/industry itself. The application of the concept of creative tourism development is ultimately expected to be able to encourage the creation of sustainability in tourism development in the Kasongan Tourism Village from a socio-cultural, environmental and economic perspective.
2.	(Juwita, 2020) Development of an Educational Tourism Model in Museums	Qualitative Method	The implementation of the educational tourism program at the National Education Museum is running effectively in order to increase the number of visits. This research aims to determine the development of educational tourism at the National Education Museum. This research was conducted to provide education to tourists, especially museum visitors, so that they know how important educational tourism is at museums.
3.	(Atika et al., 2022) Increasing Knowledge of Educational Tourism Promotion Media at Pokdarwis Senanjung Sungai Biuku	Qualitative Method	Pokdarwis Senanjung has 30 members from young residents of Sungai Biuku Banjarmasin. They have great potential in developing educational tourism. Extension activities are a solution to marketing problems faced by partners. The result of the outreach activities is an increase in knowledge among Pokdarwis members regarding marketing communications and promotional media for educational tourism. Marketing communications which were initially only understood by 29.4% of participants before delivering the material increased to 100% after delivering the material. Likewise with promotional media, initially participants were only able to name one or two promotional media and then became aware of a number of promotional media.
4.	(Putra & Astawa, 2022) Profile of the tourism industry and creative economy of Bali province	Method Qualitative	Bali's economy, which has been based on the tourism sector, requires alternative pillars to be able to firmly support its economic structure. Now, the creative economy is being initiated as an alternative that has the potential to become a source of income in the future as well as a supporting pillar for the economy of Bali Province. It is hoped that the results of this research will be useful for policy making by stakeholders in an effort to develop the tourism industry and creative economy in Bali Province.
5.	(Dwiputra et al., 2017) Batik Center as a Tourist Destination with a Local Wisdom Approach in Surakarta	Qualitative Method	In this modern era, batik fashion has begun to be neglected with the influx of foreign fashion culture, making domestic clothing less popular. With the decline in public interest in Indonesian batik culture, the author took the initiative to facilitate batik entrepreneurs, large and small, to work together in preserving and developing batik. Not only does it provide a place, but it also provides a batik tourist attraction. So, travel and learn about batik. The container that will be built includes several activities related to batik. Batik is not only in terms of clothing, batik can also be applied to the world of architecture, such as applying motifs to buildings. Implementation into the building is the basic shape, skin and elements in the building. The problem is how to design the design of the Batik Center by applying the concept of Local Wisdom, which emphasizes the shape of the building with a combination of local and foreign culture.

Educational and promotional tourism to improve the creative economy is again rooted in the existence of the Kampung Alam Malon Batik Center which also aims to preserve Indonesia's cultural heritage. The following are several aspects that show how batik is Indonesia's cultural heritage;

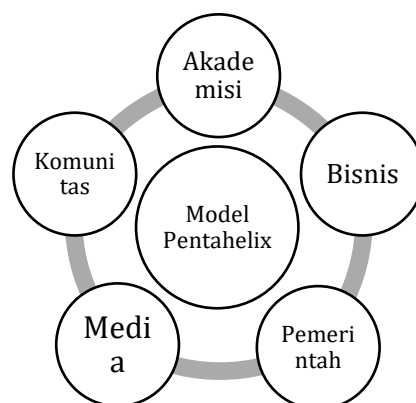
Batik has been an integral part of Indonesian culture for centuries. The making and wearing of batik is closely related to cultural traditions and ceremonies. Batik is recognized as Indonesia's national clothing, reflecting the nation's identity. The manufacturing process

involving special techniques continues to be maintained and makes batik a preserved heritage. Each batik motif has a certain symbolic meaning, such as cultural values, myths, local history, making it a visual language that is rich in meaning in every region in Indonesia from generation to generation. In 2009, UNESCO recognized batik as an Intangible Cultural Heritage of Humanity which emphasized the importance of batik as part of the global cultural heritage.

The Kampung Alam Malon Batik Center indirectly contributes to passing on batik cultural values to tourists, as well as contributing to the preservation and enhancement of batik cultural heritage. The creative economy is carried out by providing local communities with training in making batik, then reselling it to provide economic fulfillment for the community itself. The Kampung Alam Malon Batik Center also provides innovation in traditional batik with a modern feel, by utilizing existing natural waste into natural dyes, which is the characteristic of Kampung Alam Malon batik.

The creative economy plays a role in the economy of a region, especially in generating income, creating jobs, increasing revenue from sales, improving technology, increasing intellectual property, and other social roles. In realizing a creative economy in accordance with what a nation wants to achieve, there needs to be support from the pentahelix element.

Pentahelix is a concept used in creative tourism development to collaborate five main stakeholder groups that are interrelated and play a role in advancing the tourism sector. These five stakeholder groups are:



1. Academics

Students and educational, research and training institutions aim to provide knowledge and skills in the Alam Malon Batik Village and include batik products produced by residents in campus or school exhibitions or activities. In this way, the academic sector has played an active role in contributing innovations, ideas and theories. However, the

Malon natural batik village still requires more attention from this sector in its development. Academic collaboration program with STIEPARI and UNDIP.

2. Business

One of the marketing strategies that is considered the most appropriate in Kampung Batik Alam Malon is through online media and also through gathering events for MSME players. Collaborating with creative economy associations is also an important effort to be made to develop creative villages from the business sector to develop the creative economy. The business strategy carried out by the Company is often implemented by participating in events in various local and national activities.

3. Community

In contrast to academics, the community has just as much influence as the business sector. Apart from innovation, the community also plays an active role in local tourism, marketing strategies and development in other fields. The Malon Village batik community is more focused on Malon Batik IKM with a number of members of around 20-25 people and will continue to grow.

4. Government

Support from the government is very important, apart from being a regulator, the government is also a coordinator in policy formulation. Apart from that, material and financial support from the government is very important to advance the creative economy in this place. So, indirectly the government's role has existed since the beginning of the formation of Kampung Alam Malon and until now the government is still accompanying and playing an active role in the development of the Alam Malon batik village through training and regulations. The program implemented by the government is at the stage of providing assistance for Batik IKM buildings and also training and mentoring.

5. Media

Publication is an important supporting tool to show the results of the Kampung Alam Malon Batik Center. The various activities that have been carried out by the Malon Natural Batik Village cannot be separated from the media element. The new social media available on Instagram personally is @batiksalma2022 and there is also @ziebatik_official.

With the collaboration and coordination of the five elements of the pentahelix, the development of the creative economy at the Kampung Alam Malon Batik Center, Semarang City can be realized and provide an in-depth travel experience, supporting economic growth, while maintaining creative and sustainable tourism.

CONCLUSION

The tourism development model is educational tourism at the Kampung Alam Malon Batik Center which presents several types of activities offered to visitors, especially focusing on the process of making natural dyed batik. The potential of the Kampung Alam Malon Batik Center is very large, so it must be maximized by promotion through social media as an effort to develop the creative economy which will have a big impact on the area. The creative economy plays a role in the economy of a region, especially in generating income, creating jobs, increasing revenue. sales results, improving technology, adding intellectual property, and other social roles. Collaborating and coordinating the five elements of the pentahelix, the development of the creative economy at the Kampung Alam Malon Batik Center, Semarang City can be realized and provide an in-depth travel experience, supporting economic growth, while maintaining creative and sustainable tourism.

REFERENCES

- Atika, A., Chandrabuwono, AB, & Akbari, MFR (2022). Increasing Knowledge of Educational Tourism Promotion Media at Pokdarwis Senanjung Sungai Biuku. *Bubungan Tinggi: Journal of Community Service*, 4(4), 1618. <https://doi.org/10.20527/btjpm.v4i4.6497>
- Dwiputra, RS, Suastika, M., & Sumadyo, A. (2017). Batik Center as a Tourist Destination with a Local Wisdom Approach in Surakarta. *Architecture*, 14(2). <https://doi.org/10.20961/arst.v14i2.9116>
- Juwita, T. (2020). Development of an Educational Tourism Model in Museums. 3(1), 8–17.
- Masruroh, N., & Suprianik, S. (2023). The Government's Role in Developing Village Potential Through Creative Economy Education. *Global Education Journal*, 1(2), 73–85.
- Mistriani, N., Supriyanto, S., & Triana Putra, D. (2023). Pancasila Village Educational Tourism Management, a reflection of Indonesian society. *Tambusai Education*, 7(2), 14437–14446. <https://jptam.org/index.php/jptam/article/view/8683>
- Putra, MSP, & Astawa, IND (2022). Profile of the tourism industry and creative economy of Bali province. *Hospitality Management Scientific Journal*, 12(2), 234–248. <https://doi.org/10.22334/jihm.v12i2.213>
- Swesti, W., Soeprihanto, J., & Widiyastuti, D. (2020). Creative Tourism Development Model to Achieve Sustainability in Kasongan Tourism Village. *Kawistara Journal*, 10(3), 295. <https://doi.org/10.22146/kawistara.44157>