

Analysis Of The Development Of Community-Based Natural Tourism Attractions In Bukit Sawit, Girirejo Village, Ngablak District, Magelang District

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Abstract. Sawit Hamlet, Girirejo Village, Ngablak District, Magelang Regency In this hamlet, there is one of the community-based natural tourism attractions in the form of a Mount Andong climbing basecamp called Taruna Jaya Giri Sawit Basecamp. Together with Perhutani, the community is in charge of running this basecamp. The aim is to determine the role of the community and the factors that influence the development of community-based natural tourist attractions in Sawit Hamlet so that it can assist in developing strategies for developing these tourist attractions. This research used descriptive qualitative methods with a sample of 6 people, 1 basecamp leader, 1 basecamp member, and 4 visitors. Data from this research were obtained from interviews, observation, and documentation. Based on the research results, it can be concluded that the community plays a full role in the development of the Taruna Jaya Giri Sawit Basecamp, but their human resources have not been properly trained. Factors that influence the development of community-based natural tourism attractions in Sawit Hamlet include human resources that are not well trained, available infrastructure, and trends that are popular with tourists.

Keywords. Development of tourist attractions; natural tourism; community-based tourism; Sawit Hamlet.

INTRODUCTION

Sawit Hamlet is one of the gateways to climbing Mount Andong. Most of the residents are vegetable farmers and manage climbing basecamps. Sawit Hamlet is at the foot of Mount Andong, precisely in Girirejo Village, Ngablak District, Magelang Regency. This hamlet is one of the basecamps for climbing Mount Andong, called Taruna Jaya Giri Sawit Basecamp. Under Perhutani's supervision, the community is in charge of running this basecamp.

Situated strategically in the scenic surroundings of Girirejo Village, Sawit Hamlet acts as a crucial point of access for adventure enthusiasts venturing into the captivating realm of Mount Andong. The Taruna Jaya Giri Sawit Basecamp stands as a testament to the harmonious collaboration between the community and Perhutani, illustrating a shared commitment to the sustainable development of natural tourist attractions.

This research endeavors to delve into the multifaceted dynamics that shape the development of community-based natural tourism attractions in Sawit Hamlet, with a specific focus on the Taruna Jaya Giri Sawit Basecamp. By exploring the roles played by the community, analyzing factors influencing development, and scrutinizing the current state of human resources involved, this study aims to contribute valuable insights. Through a descriptive qualitative methodology, involving interviews, observation, and documentation,

the research aims to unravel the intricacies that both propel and hinder the growth of this unique tourism venture.

In the subsequent sections, we will navigate through the collaborative efforts, challenges faced, and potential strategies that can be formulated to elevate the Taruna Jaya Giri Sawit Basecamp as a model for sustainable community-based natural tourism attractions. The findings promise not only to enrich academic discourse but also to provide practical guidance for stakeholders involved in the continued development of such invaluable ventures.

METHOD

1. Research Object

A research object is a condition that describes or explains the situation of the object to be studied to get a clear picture of the research. The objects of this research are the people of Sawit Hamlet, Girirejo Village, Ngablak District, and Magelang Regency.

2. Research Method

Qualitative Method: To find the necessary data and facts related to the objectives and titles taken, use the descriptive method, which is a method of research using one variable without using other variables as a comparison and clearly describing or describing the object being studied. The verification method is qualitative, namely that the research results are processed and analyzed to draw conclusions.

3. Research Resources

- a. The chairman of the Gunung Andong Taruna Jaya Giri Sawit basecamp management is Sutikno Aji (one person).
- b. Staff who work at the Taruna Jaya Giri basecamp (one person)
- c. Visitors climbing via the Taruna Jaya Giri basecamp (four people)

RESULTS AND DISCUSSION

Sawit Hamlet can be found in Girirejo Village, which is located in the Ngablak District of the Magelang Regency. It is situated at the base of Mount Andong. Within this hamlet, which is home to approximately 300 people, there is a basecamp for climbing Mount Andong known as Taruna Jaya Giri Sawit Basecamp. This basecamp is managed by the residents of the village in collaboration with Perhutani.

1. Internal Factors:

a. Strengths

- An interesting natural tourist attraction is Mount Andong. Mount Andong is famous because it is only 1726 meters high above sea level but offers instagrammable views of the surrounding

mountains, namely Mount Telomoyo, Merbabu, Merapi, Sumbing, Sindoro, Prau, and Mount Ungaran, as well as the landscape of Magelang Regency. Apart from that, it also offers charming sunrises and sunsets. This is very attractive for tourists who are not even climbers because it does not require extra energy and stamina like climbing mountains in general. In fact, most of them don't bring complete climbing equipment, such as tents, because climbing Mount Andong is just to enjoy the atmosphere at the top of the mountain and hunt for photos to upload to their social media. Because of this, climbing Mount Andong is quite popular among tourists, both from Magelang Regency and from outside Magelang Regency.

- Easy and fast track Not only is the height relatively short, but the track or climbing route is also easy to follow and not steep, so it is safe for tourists who have never climbed a mountain. Apart from that, there is also a choice of routes, namely old and new routes, which are always checked for safety. There is no striking difference between the two paths. It's just that to prevent tourists from getting bored with the existing route, a new route was opened. To ensure safety, there is a Ranger team that is always on standby 24 hours a day to ensure safety in the climbing area. Apart from ensuring safety, the team also ensures the cleanliness of the climbing area to prevent damage to nature. This also includes urging tourists not to leave trash in the climbing area.
- All communities want to work together to develop the basecamp. Community-based natural tourism attractions will not develop if the community, as the main actor, is not well organized. By uniting community members, the development of community-based natural tourist attractions can run smoothly. The people of Dusun Sawit can be said to be united in managing and developing the natural tourist attraction of Mount Andong because all the people took part in this development. All community members, from teenagers to adults, are members of the Taruna Jaya Giri Sawit Basecamp, with guidance from core members. With a rotating system such as patrolling, it certainly does not burden the community and does not take up people's time to carry out routines such as taking care of vegetable gardens, where some of the people of Sawit Hamlet are vegetable farmers.
- Facilities are adequate. According to tourists who climbed Mount Andong via the Taruna Jaya Giri Sawit Basecamp, the facilities at the basecamp were very adequate, starting with a large parking area, rest areas, toilets, prayer rooms, and places to rent climbing equipment that were well available. Apart from that, for the safety of the people of Sawit Hamlet, they have a security team called the Ranger Team, whose job it is to maintain security in the basecamp and climbing areas.
- There are other potentials besides climbing basecamps in the form of events. Dusun Sawit has annual events that can attract tourists, such as the Saparan or Andong Ethnic Ritual and planting trees. The Andong Ethnic Ritual is an annual event held every Pahing Tuesday in the month of Safar. This event was held as an expression of gratitude to God for all the good fortune that has been given. The series of events begins with "Kirab Pusaka" and "Kirab Tumpeng," then other activities such as regional dance entertainment, namely the Soreng Dance, and the most special thing on this day is that everyone who comes to Sawit Hamlet will be welcomed and entertained by all residents for free. Anyone will be offered to stop by a resident's house and be treated to various kinds of food.

b. Weakness

- The public has not been fully educated. The community is only educated by the core members of the Taruna Jaya Giri Sawit Basecamp without professional trainers, so the community's understanding of developing this tourist attraction is also not optimal, especially in terms of innovation and professionalism in managing and overcoming problems that can arise at any time. Apart from that, none of the local guides are officially certified.
- There are differences in vision between Basecamp members. In groups with many people, of course, there will be differences in vision and opinion between group members. This also happened at Taruna Jaya Giri Sawit Basecamp. Differences in vision and opinion often occur between members of society. Differences of opinion that often occur are about small things, such as schedules.
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2. External Factors

- a. The development of social media makes promotion easier. It is widely known that the emergence of social media is an external factor that facilitates the promotion of the tourism attraction. Based on this, it appears that the community has the ability to utilize social media platforms for promotional activities, which might potentially draw a greater number of visitors.
- b. The trend of hiking and hunting for Instagrammable is increasingly in demand. The increasing trend of hiking and the desire for Instagrammable photos can significantly impact the development and promotion of natural tourist attractions, such as the Taruna Jaya Giri Sawit Basecamp in Sawit Hamlet. Here are some considerations:
 - Visual appeal. Given the emphasis on Instagrammable photos, showcasing the picturesque landscapes, scenic views, and unique features of the Taruna Jaya Giri Sawit Basecamp through social media platforms can attract a larger audience. Highlighting visually appealing aspects of the basecamp, such as panoramic views, natural beauty, and adventure activities, can be particularly effective.
 - Engagement with trends. Understanding the trend of hiking and the pursuit of Instagrammable moments allows the community to tailor experiences that align with these preferences. This might include creating designated photo spots, organizing guided hikes to the most photogenic locations, or offering unique activities that enhance the overall experience.
 - Social media campaigns. Implementing specific and popular hashtags related to hiking, adventure, and nature tourism can increase the visibility of the basecamp on social media platforms. Encouraging visitors to use these hashtags can create a community around the basecamp online.
- c. Covid-19 pandemic and the possibility of other pandemics. The COVID-19 pandemic and the potential for future pandemics have introduced significant challenges to the tourism industry, including community-based natural tourist attractions like the Taruna Jaya Giri Sawit Basecamp. A decrease in visitors likely resulted in reduced revenue for the basecamp. This could lead to financial challenges, impacting the ability to maintain infrastructure, support local communities, and invest in future developments. Plans for the development or improvement of the basecamp might have been delayed or put on hold due to financial constraints. This could hinder efforts to enhance the site and attract more visitors in the future.

CONCLUSION

1. The Dusun Sawit community plays a full role in developing a natural tourist attraction in the form of a climbing basecamp called Taruna Jaya Giri Sawit
The entire community is a member of the basecamp, with guidance from core members. The system is run daily, like a patrol. The community is also provided with knowledge

about services for managing the base camp and the importance of nature conservation, such as carrying out routine tree planting, keeping the climbing area clean from rubbish, and encouraging tourists to also keep the climbing area clean. The provision was carried out independently by the core management because there had been no socialization or training from professionals.

2. Factors that influence the development of community-based natural tourism attractions in Sawit Hamlet, Ngablak District, Magelang Regency, namely:

a. Internal factors

- An interesting natural tourist attraction is Mount Andong.
- Track is easy and fast.
- All communities are willing to work together in developing the basecamp.
- Adequate facilities.
- There are other potentials besides climbing basecamps in the form of events.
- The community has not been fully educated.
- There are differences in vision between basecamp members.
- Limited funds because it is managed independently.
- Not yet able to produce regional specialty products.
- Access to locations is still difficult.

b. External Factors

- The development of social media makes promotion easier.
- The trend of hiking and hunting for Instagrammable photos is increasingly in demand.
- Covid-19 pandemic and the possibility of other pandemics.

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