

Management of Eduwisata D'las Serang

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ABSTRACT

This study aims to describe the Management of Eduwisata Deswita Lembah Asri (D'LAS) Serang and its supporting and inhibiting factors. The approach in this study is a qualitative descriptive approach. The subjects in this study consisted of 3 D'LAS Managers, 2 Tour Guides, 1 Souvenir Seller and 2 Tourists. Data collection techniques use observation, interviews and documentation. Data validity techniques use source triangulation and techniques. Data analysis techniques through data reduction, data presentation and conclusions. The results of this study show that the Management of Eduwisata Deswita Lembah Asri (D'LAS) Serang is carried out by local communities by utilizing the potential that exists in Serang Village. Management is carried out starting from the stages of Planning, Implementation and Supervision. With the participation of the community in participating in D'LAS Management.

Keywords: Management, Eduwisata, D'LAS

INTRODUCTION

Indonesia as an agricultural country is distinctive in agriculture and plantations so that most people have a livelihood as farmers. In addition, population growth is quite high, hence the increasing pagan needs, the development of the agricultural and plantation sectors needs to be increased and if managed properly, it will become a national leading sector. By looking at the existing situation, the government must strive to increase development through the field of tourism by combining the culture of traditional agrarian society with the culture of modern industrial society so that these cultures will meet and touch each other and will create new cultural products so that they will become foreign exchange earners of the country, Tourism is basically a field that is scheduled to be a countermeasure to the economic crisis in Indonesia.

In addition to agriculture, tourism also has promising potential to be developed into a tourist charm or better known as agrotourism. Agrotourism will share opportunities for farmers to improve their quality of life by utilizing available resources. Agrotourism describes a form of tourism where tourists can enjoy tourism as well as learning about agriculture or plantations. Agrotourism is an activity that seeks to combine the parts and uniqueness of agriculture and tourism and present experiences to tourists so that it can grow economic activities that affect farming and community income. Agrotourism activities aim to broaden the horizons of science, recreational experience and business relations in agriculture which includes food crops, horticulture, plantations, fisheries and animal husbandry. In addition, what is classified as agrotourism is forestry and agricultural resources.

Agrotourism is also closely related to edutourism, we can travel while learning. Based on research (Bhuiyana et al., 2010) in the journal *Procedia Social and Behavioral Sciences* entitled "*Educational Tourism and Forest Conservation: Diversification for Child Education*" defines:

"Educational tourism is one of the famous sub-types of tourism in the world today. Its popularity and necessity in the tourism market increases day by day. Many countries of the world used educational tourism as their one of the main earning source".

Agrotourism has five benefits, including: (1) increasing environmental conservation, (2) increasing aesthetic value and natural beauty, (3) supporting tourism value, (4) increasing scientific activities and scientific development, and (5) obtaining economic benefits (Gunawan, 2016)

Eduwisata itself is a tour design that carries the theme of educational elements in it or provides general knowledge about a tourist attraction. In that place we can do tourist activities and learn with fun. Deswita Lembah Asri is one of the tourist attractions developed into an educational place, because this agrotourism is quite interesting and there are various kinds of other educational facilities and infrastructure.

Based on research (Nguyen et al., 2018) entitled "*The Attitude of Residents towards Agro-tourism Impacts and Its Effects on Participation in Agro-tourism Development: The Case Study of Vietnam*" defines:

"Agro-tourism is increasingly and growing as a vehicle of alternative agriculture in the rural communities. As a result of fully utilized agricultural resources, there are increases in supplemental income, and the diversity of agricultural products".

Based on data from the Central Bureau of Statistics, the number of foreign tourist visits to Indonesia in August 2019 rose to 2.94% compared to the number of visits in August 2018. Cumulatively (January-August 2019) the number of foreign tourist visits to Indonesia reached 10.87% million visits, up 2.67% compared to the same period in 2018 which amounted to 10.58 million visits.

Central Java Province is one of the tourism destinations in Indonesia that promotes the charm of recreation, both natural recreation, cultural recreation and artificial recreation which is very diverse, this is evidenced by the evidence of Javanese heritage and also culture that is still preserved today by the surrounding community. Purbalingga Regency is one of the regencies that stores a lot of natural beauty and hospitality of the city. The Purbalingga government began to promote new recreational areas that became alternatives for tourists. Purbalingga has many tourist villages including Panusupan Tourism Village, Serang Tourism Village, Limbasari Tourism Village, Karangbanjar Tourism Village, and Serang Tourism Village, one of the rural areas that become a tourist area with empowerment Serang Tourism Village is located in the mountains of Mount Slamet Slopes which has a cool atmosphere with an altitude of 1200 meters above sea level. Due to the cool atmosphere, and the hospitality of the surrounding residents, many visit Serang Village. In general, some of the livelihoods of Serang Village residents are vegetable farmers.

The beginning of empowerment in Serang Village in 2003 was one of the residents who brought strawberry seeds and then the plants were bred so that they continued to increase, both land area and production. From this made many people curious to see strawberry plants, so in 2007 Serang Village received the Prima Tani Program from BPTP Central Java which aims to support the success of the Tourism Village (Agro Tourism) program in Serang Village. In 2009 Serang Village was determined to be a tourist village through the Regent Decree. After becoming a tourist village, the economy of the villagers increased and also opened new job opportunities for villagers. While the impact of the economic aspect is that it can increase the level of community welfare, in this case, namely the people of Serang Village, Karangreja District, Purbalingga Regency. Thus people visiting Serang Village are increasing, the government together with related institutions formed a tourist center called "Serang Village Asri Valley Agrotourism". In 2013 and its development was sourced from non-governmental funds and assistance from the Regional and Central Governments. In 2015 to support the activities of the Tourism Village, held an activity called "Mount Slamet Festival" which intends to develop culture that is usually routinely carried out in Serang Village such as Ruat Bumi and Air Si Kopyah. This festival has a positive impact in terms of increasing tourist visits by up to 300%. This festival has an effective effect so as to increase tourism events. In 2018 changed its name to "Desa Wisata Lembah Asri Serang (D'LAS)" Deswita Lembah Asri is an area targeted by tourism that was developed into an edutourism area, because agrotourism is quite attractive and contains various forms of other educational facilities and infrastructure.

The problem in this study is how the process of planning, implementing, and supervising education in Deswita Lembah Asri (D'LAS) Serang. Hersey and Blanchard in (Sudjana, 2000) give the following meaning of management: "*Management as working with and through individuals and groups to accomplish organizational goals*". The statement explains that the management of activities is carried out jointly through people and groups with a view to achieving organizational goals. According to Stephen P. Robbins and Mary Coulter (2009) Planning is the mission of the organization, ensuring all plans to achieve these goals, and outlining a design to combine and align work activities. According to (Terry, 2012) implementation or mobilization is a way to encourage group members until they aspire and move to achieve planned goals. This is in accordance with the opinion (Apriani & Suminar, 2015) Movement or implementation seeks to move a person or group of people led by fostering the spirit within him to carry out the role or activity given to him in accordance with the plan to achieve the desired goal.

Supervision activities are observation activities on the implementation of programs that have been carried out in sync with what has been planned (Ciptasari, 2015) While Evaluation and Monitoring are activities and obtain the implementation of programs that are carried out in a planned and sustainable manner to see the success of a program (Sungkowo, 2015: 88). Wisaata education is a tourism design that uses non-formal education as a new knowledge for tourists visiting one tourist attraction. (Prastiwi & Meirinawati, 2017: 3). According to Zakaria & Suprihardjo, (2014) Tourism Village is a rural area that presents peculiarities both from aspects of customs, traditional fences, art, conservative construction, forms of village planning which are presented in the form of integrated tourism elements consisting of performances, facilities and supporting facilities.

Community based tourism is a new model in tourism development. Suansri (2003: 12) in Purmada et al., (2016: 17) stated several principles that are used as a reference in carrying out *community-based* tourism, these principles are: a. Trust and assist and advance community ownership in the tourism industry b. Involve community personnel in initiating every aspect c. Develop community pride d. Promote the quality of life of the community e. Ensure the sustainability of the environment f. Maintain the uniqueness of character and culture in Local Area G. Support the development of learning about cultural exchange in the h. Respect for cultural differences and human dignity i. Share profits fairly with the community j. Plays a role in determining the percentage of income. From these ten principles, it can be concluded that the principle of *community-based tourism*. First, the principle of involvement of community members in tourist activities. Both principles protect the environment. The three principles of cultural sustainability. Four profit principles. According to Hadiwijoyo (2012: 74) in Muarifuddin et al., (2016: 56) said that the implementation of CBT can be achieved well, contained in several parts that must be considered, including: (1) natural and cultural resources (2) community organizations (3) management and (4) studies.

METHOD

This study used a qualitative descriptive approach. According to Bogdad and Taylor (1975: 5) in Moleong, (2009) describe quality research methodology such as research methods that create descriptive data in the form of written or spoken words of people and observable behavior. The research was conducted in Deswita Lembah Asri (D'LAS) Serang located in Serang Village, Karangreja District, Purbalingga Regency. This location was chosen by considering several reasons, including community enthusiasm for the existence of Deswita Lembah Asri (D'LAS) Serang, besides that Serang Village has village potential that can improve the welfare of the local community.

The subjects of this study are members of the management of Deswita Lembah Asri (D'LAS) Serang and those involved in it. For the subject, there are two managers and two tour attendants of Deswita Lembah Asri (D'LAS) Serang. As for informants, they are four people, one employee, one souvenir seller, two tourists in Deswita Lembah Asri Serang. The focus of research is basically the center of attention in research, including the following: The process of planning, implementing and supervising edutourism in Deswita Lembah Asri (D'LAS) Serang. And factors that become supporters and obstacles in the management of edutourism in Deswita Lembah Asri (D'LAS) Serang. The source of data in this study is primary data obtained directly from informants, namely two managers, two tour attendants, one employee, one souvenir seller and two tourists in Deswita Lembah Asri (D'LAS) Serang. This secondary data was obtained through observations obtained in Deswita Lembah Asri (D'LAS) Serang. Data collection using observation, interview, and documentation methods. Data collection, data reduction, data presentation and conclusion drawing as something related to data collection.

RESULTS AND DISCUSSION

Purbalingga Regency geographically has a mostly highland area, namely mountains. Where the mountainous area can be used as a new tourism that can attract tourists to visit. Because the mountains have a cool, safe, and peaceful atmosphere where Purbalingga regency has many tourist attractions, one of which is Deswita Lembah Asri (D'LAS) Serang. Where D'LAS utilizes the local potential of the village in the field of tourism centered on agrotourism (Agriculture).

Serang Village is a highland area or slopes of Mount Slamet with an altitude of about 650-1,300 m above sea level, and a fairly high rainfall of about 6.20 mm with an average temperature of 20°C. And has a fairly fertile land, this is characterized by the amount of agricultural land and plantations planted with vegetables and also fruits such as strawberries with a plant area of about 64.00 ha. In addition to strawberries, there are also kobis plants with a plant area of 23.00 ha. In addition to tourism, Serang Village has superior potential in agriculture, namely Strawberry, Chili, Cabbage, Tomato and Potato. The fields of cultural arts are Rawat Bumi, Gumbeng, Tek Tek, Kuda Kepang, Karawitan.

Serang Village has 8 Community Pillars (RW) and 48 Neighborhood Pillars (RT). Based on existing data, it is known that the population of Serang Village in 2019 amounted to 8405 people, with 4343 people being male and 4062 people being female. From the total population of Serang Village, 2144 families are joined.

Management of Eduwisata Deswita Lembah Asri (D'LAS) Serang

Management is an important method to achieve goals that have been planned in advance. Management is an activity carried out together such as: planning, implementing, and supervising resources in order to achieve pre-planned goals effectively and efficiently. The following are the stages of education management of Deswita Lembah Asri (D'LAS) Serang which includes Planning, Implementation, and Supervision. D'LAS planning began in 2003 when one of the residents of Serang Village tried to expand the Strawberry Fruit Plant. In 2004 to 2007 the growth of strawberry fruit trees, showed an increase in both area and application. The program involves the Village Government, community leaders, local youth, then Village BUMDES to form a tourism division that aims to develop the Village to become a developed Village. D'LAS program planning activities are not only carried out at the beginning of its formation, but also routinely carried out when D'LAS is already running. This routine planning is in the form of a short-term program to be directed for the following years' activities

Identification of Needs is based on the results of deliberations, and questionnaires. This meeting discussed various proposals from the Village Government, community leaders, local youth who had been accommodated. While the questionnaire is given to tourists who visit to find out the satisfaction and suggestions from tourists. Identification of Village Needs is carried out by exploring the potential of the village based on the results of deliberations and questionnaires by tourists. This is in accordance with what Muliawan stated in (Atmoko, 2014) explained that tourism villages have unique potential and attractiveness developed to attract hearts and nuances of nature and are equipped with other supporting facilities. After the identification of village needs, proceed with alternative solutions to D'LAS problems Every planning process the management tries to anticipate the occurrence of problems that can arise. So that if problems occur later, it can be minimized. The last stage is the goal achievement strategy which is carried out more emphasis on marketing strategies to achieve D'LAS's own goals, namely increasing Village Original Income (PADS), because Serang Village is a village that has no crooked, no village cash land so we strive to explore the potential of the village in the tourism sector and other units and involve the Village Government, community leaders, local youth, through deliberations conducted by the Village Government with the community.

The stages of the implementation of Deswita Lembah Asri (D'LAS) Serang Eduwisata are fully carried out by the people of Serang Village. The stages of implementation of marching local wisdom are fully implemented by the local community. Community participation in the implementation has involved all levels of society. Community-based tourism village as an empowerment approach that involves and places the community as an important actor in the context of the new paradigm of development, namely sustainable development (sustainable development paradigm). In implementing the community-based D'LAS program through several stages of implementation including, first the management of educational tourist attractions equipped with educational rides, the second is the existence of a tour guide as a direction for tourists to know what is in the D'LAS area, the third is the creation of community business activities ranging from selling food and drinks, D'LAS souvenirs, namely Strawberry to homestay rentals outside the area D'LAS, the fourth is a tourist visit to D'LAS which has several interesting tourist programs and rides.

The tour programs offered by D'LAS are Outbound, Outbound for Kids, Agro Kids, Camping Ground, Village Study, Family Gathering and the rides offered are High Rope, Flying Fox, ATV Bike, Horse Riding, Strawberry Garden, Playground, Water Bike, Rabbit Park, Labyrinth Park, Tour Train, Swimming Pool and Pine Forest. D'LAS's funding comes from D'LAS itself and the cooperation of other parties.



Figure 1. Tourist Visits



Figure 2. D'LAS Area

The number of tourists visiting every day has increased, and the crowded days are Saturdays, Sundays and holidays and the impression of tourists is pleasant because the atmosphere is cool, beautiful, and peaceful so that it makes tourists comfortable in D'LAS. With the existence of D'LAS, of course, it provides benefits for the community around Serang Village because they can sell in the D'LAS area such as there are those who sell various snacks, various foods, fruits and vegetables taken directly from the garden in the D'LAS area itself and some sell various accessories or injuries, accessories that are traded are necklaces, bracelets, strawberry t-shirts, strawberry hangers and others.

Participation is an important part of development and is an act of raising awareness so that an act of development without awareness of community participation will be difficult to realize (Widodo, 2018). The involvement of local communities in tourism development in rural areas is the main condition to determine the sustainability of rural tourism development (Branwell, 2010; Byrd et al., 2009; Zou et al., 2014). The management of D'LAS has a positive effect on the people of Serang Village, one of which is the smoothness of improving their economy and also providing smoothness in the implementation stage of D'LAS management. D'LAS funding is more towards independent villages, all management activities are independent. However, D'LAS funding was obtained apart from the village and also received assistance from investors who were also residents of Serang Village itself. From the results of research in the field, D'LAS keeps a good vehicle and is enough to help the coolness of tourists who visit D'LAS.

Tourism supporting facilities are all objects that can facilitate tourist activities, both sensed and unsensed. Such as transportation services, accommodation, toilets, eating / drinking, tour attendants (*guide*), information, prayer rooms and others. D'LAS tourism support is equipped with Homestays, toilets, food and beverage stalls, prayer rooms and others. D'LAS infrastructure for access roads is good, paved and electricity is also good. The management of D'LAS which is a tourist attraction is due to the many education-based programs so that it becomes a special attraction for tourists who visit because they are not only for traveling but also looking for education. Tourism and education are two different things, but they can complement each other. The educational process carried out in tourism activities gives birth to active, creative and effective learning methods. A simple understanding of educational tourism is a way to add new knowledge through excursion activities (Pevzner & Nikolaeva in Hermawan & Brahanto, (2018: 58).

The stages of Supervision of Eduwisata Deswita Lembah Asri (D'LAS) Serang are carried out routinely by officers in the D'LAS HRD section to check internally in the D'LAS area. And externally by BPD and Community Leaders which is carried out every 1 month by means of deliberation between D'LAS and the Village Government to account for activities for 1 month and monitor D'LAS's finances. According to (Sutarto & Sucipto, Nindri, 2015) Supervision activities to find out what difficulties need to be improved so that improvements are formed. This is supported by a statement (Shofwan et al., 2019) which states that surveillance is an act to find out what is really happening in the field. Meanwhile, according to (Suminar & Widiasih, 2015), supervision activities are a way to get the implementation of designs that are in accordance with what has been planned by the manager in order to obtain facts, data and information about the

implementation of the program. In other words, surveillance activities prepare basic data to respond to problems.

Supporting and Inhibiting Factors for D'LAS Eduwisata Management.

D'LAS management is inseparable from supporting factors to be able to carry out planned management activities. These supporting factors are very impactful in the actions or activities of D'LAS management. From these supporting factors, it has a real impact on the local community. The people of Serang Village have high enthusiasm for the management of D'LAS. Tourism village management activities will not run successfully without the participation of the community who support tourism village activities. The potential that exists in Serang Village illustrates the ability that is often developed to advance the village. All existing capabilities can provide benefits for the community such as in terms of community life can get to know many people from various circles with tourists visiting and can increase village income. The main potential is the field of agrotourism agriculture by planting various vegetables and fruits over time to develop to complete the rides that can be managed for tourists visiting Serang Village to enjoy. In D'LAS management activities do not always run well. The inhibiting factor is the weather, because the tourism in D'LAS can be said to be 90% in outdoor so that if there is rain it cannot continue its tourist activities. In addition to weather factors, another inhibiting factor is the source of funds, because managing finances cannot be arbitrary because if you manage it a little wrong in managing it can have an impact on the development of D'LAS

The D'LAS Edutourism Management Process that has been implemented from the planning, implementation, and supervision process found supporting and inhibiting factors. Supporting factors for the management of Eduwisata D'LAS include community concern and village marinade then supported by village potential. According to Pitana and Diarta, the development of an area as a tourist destination must definitely be supported through appropriate human resources both in quality and quantity (Martins et al., 2017). Human resources are recognized as one of the most important parts in tourism development. While the inhibiting factor of D'LAS Edutourism Management is the weather because D'LAS is in a mountainous plateau that has very high rainfall. As for other issues such as Funding.

CONCLUSION

D'LAS program planning is based on exploring the potential of villages in agrotourism agriculture according to the priority scale. In D'LAS Edutourism planning, it is carried out through several stages of program planning, including the first is the identification of the needs of Serang village, the second is the formulation of alternative solutions to D'LAS problems, the third is a strategy for determining the achievement of goals. The process of implementing the D'LAS program is carried out in accordance with what has been planned, namely community-based D'LAS Management. In implementing the community-based D'LAS program through several stages of implementing the management of education-minded tourist attractions, the existence of tour guides, the creation of community business activities, tourist visits to D'LAS, D'LAS funding comes from D'LAS's own income and cooperation with other parties who are able to assist in the management of Serang Village's potential. Supervision of the D'LAS program is carried out routinely by officers in the D'LAS HRD section to check internally in the D'LAS area. And externally by BPD and Community Leaders by conducting once every 1 month by means of deliberation between D'LAS and the Village Government to account for activities for 1 month and monitor D'LAS's finances. Supporting factors for the management of the D'LAS edutourism program include community concern and village government then supported by village potential. While the inhibiting factor of D'LAS management is the weather because it is located in a mountainous plateau that has high rainfall. As for other issues such as funding. In the management of D'LAS has been good in the level of community participation. In the management of facilities and infrastructure, it will be even better if added such as places for shelter and trash cans. So that in the future D'LAS will be better and more advanced. Conduct more active promotions through social media so that D'LAS is known in various circles of society both locally and abroad to make D'LAS more advanced and famous.

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