

Development of the Potential of Umbul Tourism Park in Purorejo Village, Lumajang District

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ABSTRACT

Tourism plays an important role in increasing the economic level of the Indonesian people and the quality of the country. This effort can be carried out by emphasizing the importance of the existence of an independent village, so that the village can maximize the potential of its natural and human resources through one of the representations of community-based tourism development, namely through tourism villages. Purorejo Village, which is in Tempursari District, Lumajang Regency, East Java Province, is a village that has tourism potential, such as springs, waterfalls, and streams. The tour that is superior in Purorejo Village is the Umbul Sari spring tour. This study aims to develop the tourism potential of Umbul Tourism Park in Purorejo Village, Lumajang Regency through photo spot competitions and master plan designs. The research method used in this activity is a site survey, discussion, branding, and master plan design. The results showed that designing a master plan by students was one of the solutions for rebuilding the Umbul Tourism Park tour and training on digital marketing for the Umbul Tourism Park tourism marketing division could help market this tour and reach a wider market share.

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INTRODUCTION

Indonesia is a developing country that has a variety of natural potentials, one of which is tourism. Tourism plays an important role in increasing the economic level of the Indonesian people and the quality of the country. This effort can be carried out by emphasizing the importance of the existence of an independent village, so that the village can maximize the potential of its natural and human resources through one of the representations of community-based tourism development, namely through tourism villages. Tourism villages are a form of implementation of community-based and sustainable tourism development. Through the development of tourist villages, it is hoped that equity will occur through sustainable tourism development plans (Made, Chafid, and Baiquni., 2013). Tourism villages are formed based on exploring the potential of natural resources in the village along with empowering local communities. Therefore, the government began to intensify the development of tourist villages to empower and improve the economy of rural communities. A tourist village is not only an arena for introducing the identity of a village to the general public, but a tourist village can become an industrial field capable of driving the progress of the village economy and having an impact on improving the welfare of the community itself.

Each village has the potential that can support village independence. In addition, the village is a pillar in national development, so the escort and assistance of each village are fundamental in increasing its potential (in this case tourism potential) and its role. Village Law Number 6 of 2014 as a basis for making villages have sovereignty in the implementation of development. In the framework of national development, a strategy is needed by preparing a directed village development plan and creating an independent village (Ira, Bani, Ibnu, and Naima., 2021). Realization of the national development agenda is carried out by taking efforts through various development programs that can touch all communities and regions. The results of development are also expected to be enjoyed equally by all levels of society, especially for the village concerned.

Purorejo Village is one of the villages in Tempursari District, Lumajang Regency, East Java Province. Referring to the official website of Purorejo Village, this village has several tourism potentials such as springs, waterfalls, and streams. One of the leading tours in Purorejo Village is the Umbul Sari spring tour. The Umbul Sari spring is a spring that plays an important role in life in Purorejo Village. This spring area began to be built in 1972 and over time, the Umbul Sari spring was processed into drinking water by the local PDAM. In addition, this spring is also used by residents as an irrigation channel for crops in the Purorejo Village area. This spring is still quite beautiful with views of the hills that surround the Tempursari District, so it can attract tourists to tour the Umbulsari spring.

The Umbul Sari spring tourist spot has an area of approximately 3,000 m² and is right by the road with easy access. It is known that in 2017, the village government is trying to develop the potential of the spring to become a tourism village-based tourist spot. The development efforts carried out began with the change of name to Umbul Tourism Park which was inaugurated in 2020. Umbul Tourism Park has various attractions, namely swimming pools, beautiful hill gardens which can be used as attractive photo spots, and flying fox rides as photo spots in the air. The construction of several rides and photo spots is expected to increase the interest in attracting tourists where the presence of tourists provides opportunities for local residents to open jobs such as restaurants, department stores, souvenir shops, and others.

On the other hand, the planning and management of tourist village-based tourism objects at Umbul Tourism Park are still experiencing challenges, namely the limited knowledge, experience, and confidence of the local community to manage the Umbul Sari spring resources. It is known that the people of Purorejo Village still lack basic knowledge in managing tourism where POKMAS as the organization that manages Umbul Tourism Park tourism admits that there is a lack of empowerment of its human resources so that POKMAS is deemed unable to manage Umbul Tourism Park tourism professionally.

This was exacerbated by the emergence of the Covid-19 virus in 2019 which hurt Umbul Tourism Park tourism. The Covid-19 pandemic has caused the Umbul Tourism Park tour which has been neatly arranged to be unable to open. This is due to the government's recommendation to enforce social distancing where all public areas are closed to reduce crowds in a place that can expand the spread of the virus. These problems have an impact on the income of the local community and village which has decreased. In addition, the facilities and infrastructure that have been developed have been damaged and neglected and the community groups that manage tourism (POKMAS) have become unstructured. Therefore, a design is needed to organize and re-manage the tourism concept of Umbul Tourism Park.

The development of tourist villages is motivated by the concept of tourist destinations that are different from other villages. The development of tourist villages is not only carried out on economic development but from the social and cultural aspects of participating in supporting these development efforts. Encouraging the development of tourist villages requires tourism development that involves the active role of the community based on nature conservation. Purorejo Village, which has the potential for natural resources in the form of springs, has the opportunity to be developed in a sustainable manner where in the process of updating the concept and management of Umbul Tourism Park tourism requires a tourism master plan to realize better and directed village planning in terms of economy, society and culture. The preparation of the tourism master plan must be well prepared and involve the role of the village apparatus so that the spatial planning is composed of the expectations of the village community and can be the right direction in the development of Umbul Tourism Park tourism with adequate quality facilities and infrastructure. The stages of preparing a tourism master plan can be started with an analysis of tourism potential based on institutional studies, and providing recommendations for the development of integrated tourism by Rias, Nikasius, and Hary., (2022). The development of Umbul Tourism Park tourism requires cooperation from various parties to jointly strengthen and complement each other in the realization of tourism potential for sustainable economic development.

IMPLEMENTATION METHOD

The implementation method used in this activity is a site survey, discussion, branding, and master plan design. This activity was carried out for 33 days from July 21, 2022, to August 22, 2022. The first activity that our team carried out was a site survey, a survey of the tourist location of the Umbul tourism park, which aims to determine the potential, layout, and constraints that occur in tourism. the. After that, our team carried out a

survey and got some data about Umbul tourism park tourism, our team conducted group discussions first to discuss program plans related to the development of Umbul tourism park tourism. Then we held discussions with the village secretary, community groups, and tourism awareness groups in Purorejo village. During the discussion, we and the discussion participants discussed the obstacles experienced in the process of developing the Umbul tourism park. Then our team said that to improve tourism development our team will carry out a tourism branding program and design a master plan.

Tourism branding is one of the activities used to promote or introduce tourism to consumers so that tourism is known by the wider community. The first thing our team did in tourism branding was to create an Instagram social media account called Umbul Tourism Park. The Instagram account will later be used as a tourism promotion medium. Our team chose Instagram social media for the reason that in this globalization era, many people prefer to use Instagram. This means that tourism promotion must follow the development of information and communication technology. After the formation of an Instagram media accounts for Umbul Tourism Park, our team held a photo competition located on the tour. The general public can participate in the photo competition free of charge according to the requirements that our team made. The photo competition will be held on August 14 to August 21, 2022. In the photo competition, there are four winning categories which include the most likes, the most comments, the most interesting captions, and the best views.

The photo competition aims to make the public know more about tourism in the Umbul tourism park and increase the number of tourist visitors.

The master plan is a planning sketch of the layout and big picture of a project area. Our team carries out the design of the master plan which contains tourism planning and tourism rebranding. Then during the process of designing the pennant tourism park master plan, our team used the Sketch-Up application. The contents of the master plan design include large ponds, small ponds, PDAM areas, car parks, motorbike parks, waiting areas, stage areas, Bumdes, ornamental fish ponds, vehicle entrances, entrances/counters, exits, toilets, rinse areas, petilasan, and garden. After our team finished designing the master plan of activities what we did was outreach. The outreach was held on 22 August 2022 at the Purorejo Village Hall, which was attended by 18 people from village officials, Pokmas, Pokdarwis, and community representatives. Socialization activities consist of a presentation of material and discussion or question-and-answer sessions. Socialization participants were allowed to provide input and suggestions regarding the draft master plan that our team made. In the question and answer session, participants can also propose their ideas regarding the development of the Umbul Tourism Park. The socialization of the Umbul Tourism Park master plan design aims to make the public aware of the procedures for developing and improving the quality of these tours.

RESULTS AND DISCUSSION

The implementation of community service activities, in each work program that is compiled aims to channel knowledge through physical and non-physical activities in the form of socialization in optimizing local communities regarding the insights, and abilities of the community concerned, and the community can practice it directly so that in this case the Purorejo village community get a theoretical and practical approach. Community involvement in various work programs is optimally optimized which aims to make the community understand and behave independently in managing activities in the future. As for the two major themes of the work program that was prepared to encourage the development of the tourism potential of the Umbul Tourism Park in Purorejo Village, Lumajang Regency, namely; first is a photo spot competition to attract tourists to come to visit, second is the preparation of a Masterplan as a master plan for the development of a tourist area that departs from the potential and problems it has.

In the implementation of community service activities, there are several stages in realizing the work program as a whole, including the following.

A. Photo Spot Competition

In this work program, it is necessary to prepare several things including the following:

1) Instagram social media account creation

The purpose of creating an Instagram social media account @umbultourismpark is as promotional media to attract tourists to visit and can introduce the tourism potential of Purorejo village to the general public. In this photo spot competition work program, the Instagram account is used as a medium to disseminate information related to the competition to be held.



Figure 1. Official Social Media of Umbul Tourism Park

2) Site cleaning

The cleaning of the Umbul Tourism Park tourist location is carried out together with the surrounding community and also community groups which are carried out in the morning and evening in the morning and evening

A few days. Cleaning is carried out in several stages, starting with cleaning the garden area, then proceeding with opening waterways, and garden areas, then proceeding with opening drains, removing unused cables, and finally cleaning the pool area which is located next to the spring bath.



Figure 2. Students of KKN 468 UNEJ Assist in Cleaning Activities for the Umbul Tourism Park



Figure 3. Distribution of Umbul Tourism Park Photo Spot Competition Pamphlets

Pamphlets are distributed via social media and directly, for social media in the form of Instagram, WA stories, and also Facebook. For direct distribution, flyers were distributed at schools, village offices, the Umbul Tourism Park tourist area and its surroundings.

3) Announcement of the winner of the competition

The announcement of the winner of the competition was carried out during a healthy walk held by the village. For several categories of competition winners, including the best view, the most likes, the most comments, and the best caption.



Figure 4. Announcement of the Winners of the Umbul Tourism Park Photo Spot Contest

Table 1. Total Population of Purorejo Village by Gender

No	Gender	Total population
1	Man	4.232
2	Woman	3.116
Amount		7.348

Source: Purorejo Village Official Website



Figure 4. Villagers of Purorejo

Source: Purorejo Village Official Website

CONCLUSION

During the Covid-19 pandemic, Umbul Tourism Park tourism suffered a significant loss. In addition, the lack of knowledge and experience from POKMAS and POKDARWIS in managing Umbul Tourism Park tourism is also a factor in the abandonment of these tours. Due to poor management and lack of marketing, Umbul Tourism Park has become less well known by the public. The meeting between POKMAS, POKDARWIS, and village officials became the initial milestone in the rearrangement of the Umbul Tourism Park tourism concept. The design of the master plan by students is one of the solutions for the redevelopment of Umbul Tourism Park. The design of the master plan is expected to make the people of Purorejo Village aware of the tourism potential of the Umbul Tourism Park and be able to manage this potential to increase the interest of tourists to visit tourist sites. Training on digital marketing for the tourism marketing division of Umbul Tourism Park can help market this tour and reach a wider market share.

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