

# Analysis of Tourism Village as Attraction for Visitors and Community Empowerment in Surrounding Areas: Case Study of Pasar Slumping, Tegal Regency

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## **Article Info**

**Volume 83**

**Page Number: 3250 - 3255**

**Publication Issue:**

**March - April 2020**

## **Abstract.**

The objective of this study was to describe and analyse natural resources in one area of Tegal, precisely in Cempaka Village. How the people there manage and make the wealth of natural resources in their area become one of tourist destinations that will attract visitors and can increase the income of the people around the village, especially the merchant of Pasar Slumping. By using bamboo or traditional tools that are friendly to environment. This study used a qualitative approach. With the technique of collecting data through observation, interviews, and documentation. This research has strategic values and also objectives for the government and wider community about the importance of maintaining and supporting every effort to improve the community economy through the development of natural resources in the area around them.

## **Article History**

**Article Received:** 24 July 019

**Revised:** 12 September 2019

**Accepted:** 15 February 2020

**Publication:** 22 March 2020

**Keywords:** *tourism village, natural resources, community empowerment.*

## **I. Introduction**

Plastic waste is one of the biggest garbage contributors in the world that is very disturbing to the environment. There is a lot of soil and water pollution due to plastic waste, because plastic is one of the materials used by humans in every activity. Starting from the use of plastic materials for food, food utensils, daily food packages, household appliances, to the smallest area, namely straws. Various efforts to prevent and reduce consumption of plastic in order to reduce reducing environmental pollution. There are many variables affecting tourist behavior, such as trip quality, perceived

value, tourist satisfaction, and destination image[1].

Tegal is one of the districts located in the northwestern part of Central Java Province, Indonesia which has an area of 876,10 km<sup>2</sup>. Previously, the administrative center was located in Tegal City, the northwest corner of this district, but then Tegal City was administratively separated from the district and form their own territory. Then, the administrative center of Tegal Regency was replaced by the City of Slawi, which is as suburb area of the city located about 20 km south of the city center and within the district boundary. Tegal regency is located

in the northwestern part of Central Java Province, with a geographical location of 108°57'6"–109°21'30" East Longitude and 6°02'41"–7°15'30" Southern Latitude. And has a strategic location on the pathway of Semarang - Tegal - Cirebon and Semarang - Tegal - Purwokerto and Cilacap, with port facilities in Tegal City.

Village tourism is defined as the concept of integrated travel in the region which combines the potential for local tourism products like art, culture, and natural beauty [2]. Tegal is also an area with natural resources and interesting natural attractions for visitors. With abundant natural resources and unique traditions in the area. Not to forget in the area around Bumijawa Subdistrict, precisely in Cempaka Village, has its own uniqueness and distinctiveness. In the area that overgrown with bamboo plants as its icon and become its uniqueness for Cempaka Village. Making initiative of *Kelompok Sadar Wisata* to make Cempaka Village known as an area that overgrown with bamboo. After that, came the initiative to make Traditional Markets from Bamboo. With the existence of *Pasar Slumprings*, its expected to be beneficial not only for the government, but also can be beneficial for the communities around the village to increase their markets in terms of trade, which increases their income and can improve their welfare, especially in the economic sector. The tourist village area in one of the Bumiaji areas, Cempaka Village, Tegal Regency, is one of the areas that has the potential to reduce plastic waste in the area, because in the area there is a market that uses bamboo as the market icon, starting from trading places, seating, to containers for food wrapping using bamboo, of course

to reduce plastic and reduce pollution due to plastic waste in the area. The existence of the Slumpring Market, besides being able to reduce pollution and have a good impact on the environment, can also be an economic activity that greatly benefits sellers in the market and residents around the market. Who can increase their income, the existence of this market can not directly empower people in this area?

The purpose of this study is also to describe, identify and explore deeper the improvement of the welfare of the communities around Slumpring Market.

## II. Literature Review

### 2.1. Natural Resources

Natural resources are all the materials found by human in nature, which can be used for the benefit of their lives. Everything around us is called as environment. Whereas if these environmental elements can be beneficial for humans, then the environmental element can be called as natural resources. Thus, not all elements of environment are resources for human, but they can be the resources for other being.

### 2.2. Community Empowerment

The definition of empowerment can be seen from its goals, processes, and ways of empowerment:

Empowerment aims to increase the power of people who are weak or at disadvantaged,

Empowerment is a process where people become strong enough to participate in various controls and influence events and institutions which influenced their lives. Empowerment emphasizes that people acquire enough skills, knowledge, and

power to influence their lives and the lives of others that are of concern to them,

Empowerment refers to efforts to reallocate power through changing the social structures,

Empowerment is a way where people, organizations, and communities are directed to be able to hold (or rule over) their lives.

Community empowerment is a concept of economic development that summarizes the social values. This concept reflects the new paradigm of development which has the nature of “people-centered, participatory, empowering, and sustainable”.

Social welfare is an organized system of social services and institutions, which is meant to help individual and group to achieve satisfying levels of life and health, and also personal and social relationships that give them the opportunity to develop all their abilities and to improve their welfare according to their family and community needs”, that definition is the definition of social welfare as a condition, which reflects that humans are social beings who must help each other to create a harmonious and prosperous atmosphere.

### III. Research Method

This research approach uses a qualitative approach, with the type of field research because researchers observe objects in the field even though they use intermediaries or help from others in the Bumijawa area, Cempaka Village, Tegal Regency, Central Java. With techniques or methods of collecting data through observation and interviews directly to the Chairperson of the Pokdarwis (Tourism Awareness Group), and documenting several conditions in each

corner of the Slumpring Market itself. Then analyze the data and interpret it.

### IV. Results and Discussions

*Pasar Slumpring* is a traditional market that has its own characteristics and uniqueness. By using bamboo as an icon of this traditional market, starting from its place located in the bamboo trees, the place for it sellers who use bamboo, to the events stage that attract visitors with its unique design origination from bamboo as well, not to mention when entering this market, visitors are required to exchange their rupiah currency with a currency that is valid in the Slumpring Traditional Market. Generally, this market is located inside the Cempaka Tourism Village in Bumijawa District, Tegal Regency.

According to Mr. Ihksanuddin as the head of the management of *KelompokSadarWisata* (Pokdarwis / *KelompokSadarWisata*), it was started from the Nature Lovers Group, in terms of environment, they wanted to realize spring conservation after a long time of running water conservation, tree planting, etc. *KelompokSadarWisata* began to make bamboo stools around the conservation area, with increased visitors every week. Then the village chief agrees to make a Tourism Village. After agreeing with the village chief, *KelompokSadarWisata* submitted the necessary documents to the Office and finally obtained a decree from the Tourism Office. Bappeda also works with tour association and make Cempaka Village as the main destination by making a Bumijawa Festival held in Cempaka Village. After the festival, evaluation is conducted with the Pokdarwis, in evaluation emerges the thought toward the economy of community. The village chief also triggered to make a

traditional market under a bamboo tree, and half a month after the evaluation, Pokdarwis and the village chief began making the *Pasar Slumping*. After that, they divided the tasks such as marketing, distribution and the arrangement of the places, and also making coins. Although when the initial opening of the market there were only 7 merchants, but later on, there were around 50 merchants there.

*Pasar Slumpringis* traditionally packaged, although not all of it is traditional. In *Pasar Slumpring*, they are applying a payment system that is different from the others, payment transaction with a system when visitors or buyers come, they must exchange their money with bamboo coins which is the valid currency in the market. So the snack sold by the seller are equated with the criteria or the value of applicable bamboo coins. Even though the market only open on Sunday, the seller's lowest turnover is around IDR 300,000 to IDR 400,000. And there is also seller whose turnover is up to IDR 1,500,000. Now, there are many visitors to this market, ranging from outside of the town until abroad, many homestays are provided by local residents for accomodation of the visitors.

Another unique characteristic in this market is the women who sell and run the store also wear traditional dress/clothes from tegal tradition, namely as koprang and black dresses. With the applied environmental campaign, by using bamboo instruments from music instruments until infrastructures in *Pasar Slumpring*, from booth and the coins used. The reason why choosing bamboo as the main natural resource is because Cempaka village has abundant amount of bamboo and wants to be featuring

the bamboo for everything they use. Plus, there are a lot of bamboo craftsmen around the village and there are many opportunities for trainings especially for souvenir making and also for the management itself is run directly by Pokdarwis by renting a personal land owned by individual. With the sharing profit after deducting the operational expense, it becomes the net incomes of the market activities.

Packaging with local characteristic for now is about 70% because of some situation occurred like the amount of banana leaves for packaging isn't enough to fulfill the orders. Cutlery like bowls also crafted from coconut Shella, clay, and also glass made of bamboo, and right now is also working on for bamboo bowls. The remaining 30% of the packaging does not use local characteristic such as plastics were sorted, while banana leaves packaging that won't create any pollution are fermented and now processed in the waste bank by the village.

For now, the managers are still afraid to add a third party for fund raising. Until now, the fund for infrastructure is obtained from the remaining budget of the village funds. Some probles regarding the AD/ART are processed to be accepted to BUMDES and some of the village facilities like traditional market tour, water and Gethek boat tour and also tour in the BulakCempaka hill are still closed. In general, the positive impact on the economy aroundCempaka Village can be felt, people who didn't do trade in the *Pasar Slumpring* still can felt the impact. People in the neighborhood near the area also opening food stalls around the route to *Pasar Slumpring*and also other tourism in Cempaka Village. Another additional income coming from homestay business and

published handcraft will definitely have an impact on the people.

With the existence of *Pasar Slumpring* in Cempaka Village, researchers can analyze several things. As in economic aspects, it can be seen from the community empowerment that occurs. Because of the busy *Pasar Slumpring* and is known to a lot of tourists, it will increase the income of the surrounding communities, starting from the seller in *Pasar Slumpring* to the people who are outside of the *Pasar Slumpring* area, such as local residents who provide a Home Stay for the tourists who wants to stay overnight. Additionally, the revenue of tourism in Tegal Regency is also increased. Support from the local government also means that the people of Cempaka Village are better at managing the tourism in their village. After tourist visit the *Pasar Slumpring* and find out that there are many other tours in the area. It will also attract tourists to visit the surrounding tourism areas, such as the BulakCempakaHills which was presented by the Head of Pokdarwis, Mr. Ikhsanuddin. Then, if the case is analyzed from the environmental side, *Pasar Slumpring* is a suitable notion for Cempaka Village. Environmentally, *Pasar Slumpring* that uses bamboo for the stalls, coins, musical instruments, also eating and drinking equipment will reduce plastic waste in their area, although the cutlery not fully made from bamboo. Today, plastic waste is the biggest polluter and must be reduced. Many researchers show plastic waste could also be the death of ocean animals because they accidentally eat plastic waste, that stuck on their body, causing dissability. For this reason, there are now many campaigns or movements to reduce

plastic waste in various ways. Starting from the movement of shopping with ecological bags, the use of non-plastic straws such as bamboo straws, stainless steel straws, or straws that are not disposable, also a movement to bring lunch from home and reduce snacks.

The use of bamboo as a stall to eat or drink in *Pasar Slumpring* itself can also help to use of the natural resources found in the Cempaka area, which bamboo itself is a renewable natural resource and when bamboo is wasted or accidentally wasted, it will become decomposed waste that is useful for the environment. With the existence of the *Pasar Slumpring* that uses nature as its trademark and has positive benefits and impacts on the surrounding environment, both in terms of economy and environment, it is expected that many other traditional markets will emerge using the theme of nature such as *Pasar Slumpring*, which uses natural resources in the surrounding area, to reduce plastic waste, and can preserve sustainability.

## V. Conclusion and Recommendations

### 5.1. Conclusion

From the analysis results, it is known and agreed that *Pasar Slumpring* in one of the traditional markets with the theme of nature and using natural resources around it's area as an icon of it is a positive step taken by Pokdarwis as a conscious form of safeguarding the environment around them, starting from utilizing the bamboo and also to reduce the plastic waste which has a great number of negative impacts if it's not managed properly.



## 5.2.Recommendations

For further research, it's hoped that more details will be discussed about the know how of waste management in the *Pasar Slumpring*, such as the separation of organic and non-organic waste (plastic), from garbage collection to the distribution of waste to the central garbage dump (TPS/TPA) in Tegal Regency.

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