

DEVELOPMENT OF TOURISM VILLAGES BASED ON LOCAL WISDOM AS AN EFFORT TO INCREASE COMMUNITY INCOME IN LEMBANG RANDANAN

Mercyliani Rerung¹, Jemi Pabisangan Tahirs², Yohanis Lotong Ta'dung³

^{1,2,3} Christian University of Indonesia Toraja, Jl. Nusantara No.12, Makale, Tana Toraja, Indonesia
Correspondence Authors; mercylianirerung@gmail.com

Abstrak

Persoalan penelitian adalah bagaimana peran masyarakat dalam upaya peningkatan pendapatan masyarakat di Lembang Randanan. Tujuan penelitian adalah untuk mengetahui pengembangan desa wisata berbasis kearifan lokal sebagai upaya peningkatan pendapatan masyarakat di Lembang Randanan. Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif. Jenis data yang digunakan ialah data primer yaitu data yang diperoleh atau dikumpulkan langsung di lapangan melalui wawancara dengan informasi yang berkaitan dengan masalah penelitian dan data lainnya yang berhubungan dengan masalah penelitian ini. Hasil penelitian menunjukkan bahwa Lembang Randanan dapat dikembangkan menjadi desa wisata karena banyak potensi wisata seperti wisata alam, wisata buatan, dan wisata budaya.

Kata Kunci: Pengembangan, Desa Wisata, Peningkatan Pendapatan Masyarakat, Lembang Randanan

Abstract

The research problem is what is the role of the community in efforts to increase people's income in Lembang Randanan. The research objective was to determine the development of a tourism village based on local wisdom as an effort to increase people's income in Lembang Randanan. The type of research used is descriptive qualitative research. The type of data used is primary data, namely data obtained or collected directly in the field through interviews with information related to research problems and other data related to this research problem. The results of the study show that Lembang Randanan can be developed into a tourist village because of its many tourism potentials such as natural tourism, man-made tourism and cultural tourism.

Keywords: Development, Tourism Village, Increased Community Income, Lembang Randanan

Introduction

Lembang Randanan Tourism Village is located in Mengkendek District, Tana Toraja Regency about 5 kilometers from Makale, the capital of Tana Toraja Regency, and 7 kilometers from Toraja Airport, this is a supporting factor for Lembang Randanan to be managed as a tourist village destination. In addition, Lembang Randanan is also very well known as a goldfish farming center. Various processed products such as shredded carp and empek-empek palembang have also been innovated by the people of Lembang Randanan. This potential is also a capital for Lembang Randanan developed as a culinary area of Goldfish. Lembang Randanan is a village that has a very potential tourism potential to be developed. The tourism potential of Lembang Randanan is natural tourism and religious tourism. Lembang Randanan has a tourist area of Goa sulo (grave) and flanked by buntu tinoring and buntu kandora. The access road to Lembang Randanan village is good enough to be passed by 4-wheeled and 2-wheeled vehicles. In addition to having natural tourism and religious tourism, Lembang Randanan has small and medium business craftsmen who can be optimally developed to be optimally developed to improve the community's economy. Small and medium enterprises in Lembang Randanan produce glass made of bamboo and processed products from Goldfish such as abon and empek-empek. Some of the tourism potential of Lembang Randanan, if encouraged and developed optimally, can become a magnet that can attract tourists to come and visit Lembang Randanan and ultimately can improve the economic level of the community.

Local wisdom is a view of life and knowledge as well as a life strategy that is reflected in the activities and carried out by local communities in meeting their needs (Alfian 2013). Then we can say that local wisdom is the Customs and habits that become a tradition in a certain group of people who are passed down from generation to generation and until now its existence is still maintained by the local community. Based on the explanation above, it can be said that local wisdom is the views and ideas of the local area that are wise, full of wisdom, good value, and embedded and followed by the community.

Theoretical studies

According to Simamora (2010:287), stating development is a long-term process to improve the pabilitas and motivation of employees in order to become a valuable corporate asset, suggests the development is usually associated with increased intellectual or emotional abilities needed to carry out better work, argues that human resource development programs are basically an attempt to improve the quality and competence of human resources.

Tourism Village is a new economic commodity that began to be developed. In more general economic theory, the advantages of Tourism competition are assessed from the demand side. For example, tourists visiting a destination are caused by people's income, the population of the tourist country, the cost of living, the transportation costs of the two countries, and exchange rates. To have a comparative advantage, tourism must change the facet of development from the demand side to the supply. Tourist destinations are often visited due to environmental conditions, infrastructure, and cultural values Murphy (in Tjahjadi Michael et al 2016). Local wisdom is the basic knowledge of Life, obtained from experience or the truth of life, can be abstract or concrete, balanced with nature and culture belonging to a particular community group (Mungmachon, 2012: 174)

Research Methods

This type of research uses descriptive qualitative, data collection techniques is a method used namely observation and interview, data analysis techniques used are data collection, reduction and categorization of data, data appearance and conclusion

Result and Discussion

Local wisdom in the development of tourist villages

The vast area of Toraja land has a potential for tourist areas, one of which is Lembang randanan in the development of a tourist area becomes a challenge in the future, because often tourist areas are not able to maintain the distinctive tradition of regional authenticity and uniqueness. An interesting

thing due to changes in the structure of social life in the community of Lembang Randanan, the process of interaction and assimilation with the culture outside the region, the growth and development of commercial areas, as well as the products produced as one of the supporting attraction of a tourist area of Lembang Randanan. Therefore, the concept of careful thought is needed, appropriate and in line with real action in implementing strategies and steps that must be taken and carried out both by local governments and the people of Lembang Randanan.

"Approaching the community and socializing gives people an understanding of Tourism and what the tourism village causes, we must socialize what impact can be received in lembang when there is tourism, which we socialize to the community, so we convey to the community that there is a tourism development plan in Lembang randanan and when the tourism is carried out, it will have a good impact on the economy, creating jobs for young people, continuing to contribute to lembang" (BPL Lembang Randanan, June 15, 2023).

"Opening the eyes of the community through human resources (HR) from SDMnya we first wake up first so after SDMnya we wake up our new step by step first we form the shoulders of the second road what will we sell, if a new person enters the Lembang randanan area, this loh ko is dirty, there is nothing we can sell, if we build the shoulders of the road, then the community will direct us to enter the development of a tourist village so what we will promote later is that the first is the destination of the lo'ko sulo cave cemetery, baby grave cemetery, then painting rice fields later" (head of Lembang Randanan, June 14, 2023).

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Tourism Village Development

a) Attraction

One of the things in the development of a tourist village is seen from the attraction of a place. Tourist attraction is a magnet and become the main capital that must be owned suatau Tourism Development Area. With the support of the potential of the beauty of the natural panorama of a group of people who are members of the group of traditional leaders, community leaders, female leaders, youth leaders, and every community that can play a role included even all the people doing revamping Goa Lo'ko sulo area into a tourist area in Lembang Randanan. The attraction of Goa Lo'ko 'sulo is the main capital, besides Lembang Randanan also has the natural charm of Lembang randanan, and there is also a culinary tour that is developed by the local government and the community, namely fish abon culinary tour and empek-empek. Based on the attractiveness of Lembang Randanan, the development of tourism potential can be developed in two categories, namely the tourism potential of Natural Resources and man-made tourism potential:

- 1) The tourism potential of natural resources that can be developed is the natural panorama of Lembang randanan, namely: Lo'ko' sulo cave and also the church in the middle of sawa



Figure 4.1 Lo'kok Sulo Cave



Figure 4.2 Church in the middle of sawa



Figure 4.3 Natural Panorama of Lembang Randanan

- 2) The potential of man-made products such as culinary products from home industry, handicrafts, restaurants, inns or villas, and which is often known as the inscription “welcome to the city of MAKALE TORAYA Mala'BI”.



Figure 4.4 the inscription “welcome to the city of makale toraya Mala'bi”.

b) **Accessibility**

All types of facilities and infrastructure including transportation that support the mobilization of tourists from the tourist's home area to the tourist destination is accessibility. Accessibility can be described in terms of geogerafis of a region. Lembang Randanan Tourism Village is a rural area located in kilometer 5 Mengkendek District, Tana Toraja Regency the distance from Makale city to Lembang Randanan is about 15 minutes by using 2-wheeled land transportation and 4-wheeled Lembang Randanan has an area of approximately 7,000 Ha the area of Lembang Randanan 2/3 is rice fields with a population of+ 2,000 people , Block 4 and RT 12. The Lembang randanan area consists of residential areas, rice fields, plantations, cemeteries, and other public infrastructure. Transportation facilities to Lembang Randanan is very adequate, the state of road access is large enough to make it easier for tourists to get to Lembang Randanan tourist sites.

c) **Promotion and marketing activities**

Promotional and marketing activities must be carried out continuously, intensively and continuously to be able to attract tourists both from within the country and abroad so that they come to visit tourist sites by highlighting the uniqueness and peculiarities of Lembang Randanan tourist sites, to enter Lembang Randanan tourism while still Non-tariff or free. “If for now it has not been paid but later when it is launched, we will definitely pay a tariff because it will later become lembang's income later” (head of Lembang Randanan, June 14, 2023). "Currently, entry has not been paid but later when this tourist village is realized, entry rates will be charged” (Secretary of Lembang Randanan, June 14, 2023).

This is done to strengthen the tourist attraction to the tourists. Promotional activities and marketing of tourist attractions in Lembang Randanan unfortunately not designed in attractive and comprehensive tour packages, it is due to the limited facilities and infrastructure owned. Promotional and marketing activities should be applicable to all parties related to the development and marketing of tourist objects and products. So it can be said that the promotion and marketing activities of tourist attractions in Lembang Randanan have not been carried out in a structured and well planned manner. This can be observed in promotional content or message content and media delivery of promotional messages is not good enough. Meanwhile, the promotional media used have not optimized the online marketing media/ digital marketing, marketing and promotion media are still carried out using simple media, namely from tourist photos.

Conclusions

Lembang Randanan can be developed into a tourist village because there are many tourism potentials such as natural tourism, artificial tourism, and cultural tourism. The beauty of Lembang Randana is the existence of a decent road through 2-wheeled vehicles and 4 wheels and 2 church buildings located in the middle of the rice fields and one more in front of the Lembang Randanan office is provided for the public or visitors as well as heritage sites from ancient times in the form of

Lo'ko Sulo cave. The destination of Lembang Randanan Tourism Village is also the natural charm of Lembang Randanan that can be enjoyed by tourists along entering Lembang Randanan, tourists will also be captivated by the beauty of karst stones and rice fields around Lembang Randanan, as well as clean and neat streets that beautify the appearance of Lembang Randanan.

Pokdarwis can manage local tourism potentials. The local government also began to support by revamping the road infrastructure to tourism potentials. Lembang Randanan also has advantages such as its strategic location. Participation from the community itself has also been moved such as helping in mutual assistance, cleaning the location, revamping and arranging tours, all of these activities are carried out independently by villagers. Pokdarwis can also start the early stages of designing a community-based tourism village development strategy. This development concept with the intention of empowering all residents of Lembang Randanan

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