

Conference Paper

Establishing Character of Educational Tourism in Kampung Literasi Sidoarjo Through Playground Design

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ABSTRACT

Tourist destinations, particularly in a village, need to attract attention to become magnetite for domestic and foreign tourists. Tebel Village then imaged it as an education and literacy village to authenticate its role as a tourist village. At some points, the village has made reading spots and educational areas. Perversely, due to funding and human resources constraints, not all areas are well designed. The playground area located in front of the river is not well planned. The existing murals are not sustainable and tend to be poorly maintained. One of the attempts to enhance the quality and character of this tourist environment is through a comprehensive design, both from architecture and visual communication design. This community assistance is a design applied to the playground area and gets a good response from society. This project is designated to reinforce the identity of the tourist village in Kampung Bendo, Tebel, as a village that prioritizes elements of literacy and education as a tourist spectacle.

Keywords: Identity, kampung, murals, playground, design, Sidoarjo, tebel village

Introduction

Sidoarjo is a district that is directly adjacent to Surabaya. As a Regency, Sidoarjo automatically depends more on the agrarian conditions of the city, but due to its very strategic location, various kinds of urban atmosphere and culture emerged in it, including the loss of some agricultural functions. The identity crisis also happened in Tebel Village, Sidoarjo, where the location of Tebel Village was on the Surabaya-Sidoarjo border, which was affected by industrial and fabrication flows. Therefore, due to the identity crisis on the face of the village, several Tebel Village officials then initiated the village's potential. Tebel Village is a village located north of Sidoarjo and is often referred to as the Literacy Village.



Figure 1 Condition of Kampung Literasi, Desa Tebel, Sidoarjo

The results of an interview with the village head of Tebel Triono said that various kinds of handicraft products that the *Kampung Literasi Bendo* has produced had been widely marketed in

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several areas, especially consumed by Sidoarjo Regency itself. The Tebel village government appreciates the existence of this *Kampung Literasi*, and hopefully, it can become an icon of Tebel village. According to Suroto, as the facilitator and builder of the *Kampung Literasi Bendo*, it was taken from the name of Bendo Macrame with the spirit of creating a village or environment that is productive, innovative and has a creative economy so that the surrounding community is more independent in terms of economy and daily activities. Various kinds of activities that have been carried out by the *Kampung Literasi* of Bendo Macrame, including the Literacy Field, which already has nine places for Mini libraries, Bendo Macrame which is the technical making of knitting from ropes and others, Catfish cultivation, TPQ and Aloe Vera plant cultivation from planting seeds, beverage production, packaging and marketing methods.

In terms of area, there is no well-integrated design in Tebel Village, Sidoarjo. The design is not united enough per reading point, so it tends to make the visual unity and the theme of the *Kampung Literasi* less enjoyable. The lack of design reduces the area's environmental quality value, not reflecting a tourist village that relies on photos and reading spots. Not to mention that this area has not been designed and implemented correctly, it is still very perfunctory and what it is—at the same time, reducing the *Kampung Literasi*'s potential because this area is in the front area of the Village, which will be planned for tourist vehicles to cross it.

Activities and applications of research results in the form of regional design have been carried out by the proposer in Kalanganyar Village, Sidoarjo (Prakoso et al., 2020) and several regional structuring activities Kalanganyar Village, Sidoarjo. In addition, members of the proposer have also been involved in various community service activities related to the visual design of the area. We hope that we as the proposers can provide benefits by applying our scientific field to Tebel Village so that it will be able to improve the quality of the environment and also attract more tourists to Tebel Village, Sidoarjo

Material and Methods

Steps for implementation of community service

The steps of design activities are taken referring to the solutions and problems are as follows:

1. The preparation stage, including licensing activities, initial data collection and overall preparation.
2. Conduct socialization first with community members and youth groups. The existence of a good design is also conveyed to improve the quality of the tourist environment.
3. Mapping development potentials that can be re-designed or designed from scratch that can be physically improved.
4. Design and arrange the reading area and playground together with Karang Taruna and students to per the character of the village.

These implementation steps can then be translated through the following diagram:

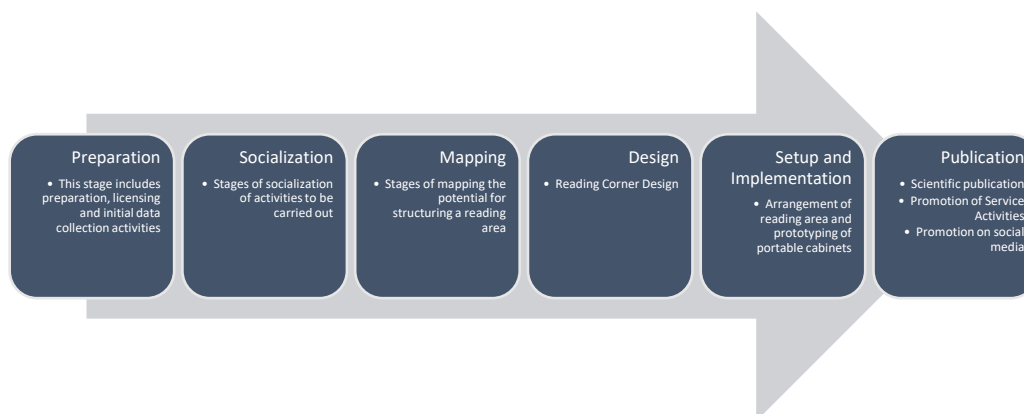


Figure 2. Chart of community service work procedures

Results and Discussion

The importance of regional design in improving regional identity

According to Irawati et al. (2012), the psychological effect of humans on the reading room is very influential, especially on the psychology of children. According to Panindias (2014) and Echther et al. (2003) also suggests how the influence of visual identity on the character of destination branding. By looking at the physical condition of Tebel Village, which is full of identity problems and the lack of a reading area, then based on the results of discussions with partners and also the research science and technology of the proposing members in 2019 and 2020, we will follow up with reading area design activities. The design of the reading area that is more visually attractive but still green and functional will add to the comfort of tourists, increase tourist attraction, and improve the community's economy. The physical arrangement of the area includes the arrangement of open space, street furniture, signage, and the reading area's landscaping. The first activity is to carry out the preparatory stage. This activity includes licensing activities, initial data collection and overall preparation. Conduct socialization first with community members and youth groups. The existence of a good design is also conveyed to improve the quality of the tourist environment. Mapping development potentials that can be re-designed or designed from scratch that can be physically improved (Juanim & Rahmawati, 2015).



Figure 3. Stages of Survey and Discussions with Village Facilitators

Making the reading corner and playground design starts from hand sketches by considering the dimensions and size of the land. Land maximization is used as a flexible free area. It can be used in various activities such as gathering areas, play areas, and hydroponic planting educational areas, due to adjustments to the village's character, which will be developed into a playground area with the theme of Education and the environment.

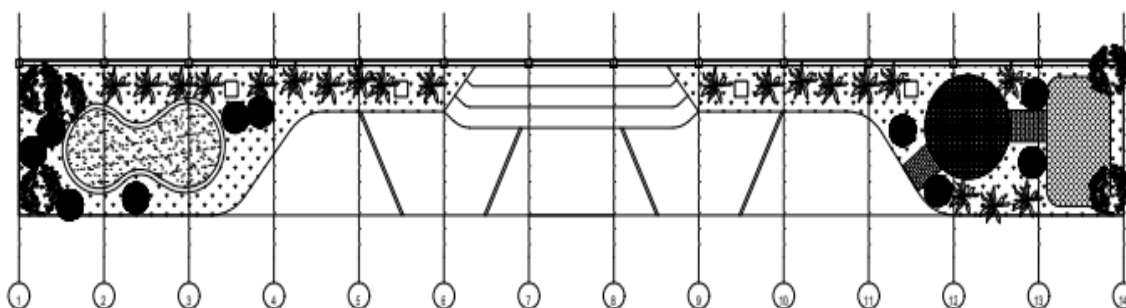


Figure 4. Draft design of the literacy village playground

Education-themed activities will be accommodated in the amphitheatre area as a reading and gathering area. Environmental-themed activities were introduced to the camping area, hydroponic planting area, and sand pool play area. It is used as an educational area that supports the village's vision and mission.

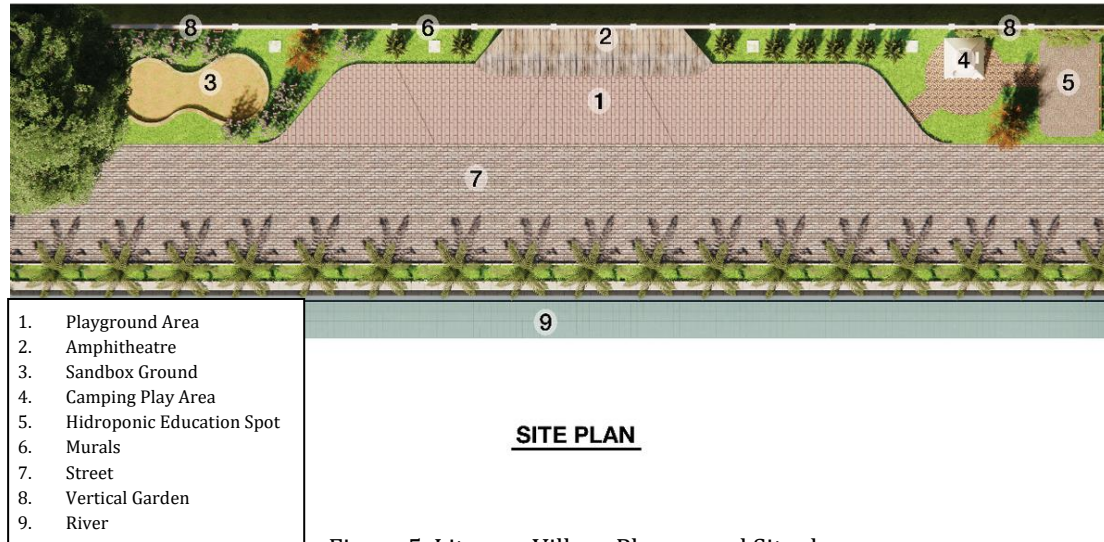


Figure 5. Literacy Village Playground Siteplan

These sketches are then developed and made into digital and 3D designs to produce a comprehensive and communicative design. Several videos were also made to make it easier for residents to understand. The design is made with the help of softwares, namely Autocad, Sketchup, and also Lumion.



Figure 6. 3D Literacy Village Playground Design's perspective

The mural design produced by a team of lecturers and students of Visual Communication Design became a reference in depicting the area. The design, which initially consisted of 10 blocks, was later added to 15 wall blocks due to the residents' enthusiasm for the existing design results.



Figure 7. The literacy village playground mural design

Conclusion

This visual arrangement in the *Kampung Literasi* of Tebel Village, Sidoarjo, is expected to significantly impact or influence overall economic growth in the local community in the area in particular and in the Sidoarjo Regency community in general. The arrangement with the design of the visual elements in the area aims to tidy up and beautify the facilities related to the visual identity and image of the area in the Literacy Village. Design is achieved to improve the physical elements of the area so that later Bendo Hamlet will further improve its quality in preparing village infrastructure facilities to achieve good Tourism Village standards.

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