

Conference Paper

Analysis of Social Perception of the Tegaren Community on the Progress of Tourism Village

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ABSTRACT

This research is also a follow-up to the research with the same scheme in 2021, entitled "Local-Based Empowerment: Tourism Village Development and Local Village Women's Empowerment". In addition, the team from UPN "Veteran" Jawa Timur has helped the development of tourist villages in Tegaren Village through the preparation of the Tegaren Tourism Master Plan 2019-2031. So, this research, in addition to examining the development of Trenggalek Regency to develop its tourism sector, will also discuss the perception of the people of Tegaren about the progress of their tourism village which has been supported by the Tegaren Tourism Master Plan. This will be the main indicator for the research team to carry out a follow-up plan for the preparation of the Tegaren Tourism Master Plan document. The specific objectives of this research are twofold, namely 1) to find and further examine the perception of the people of Tegaren about the progress of their tourist village and 2) to formulate and apply a follow-up plan (RTL) for the development of the Tegaren tourism sector based on the Master Plan document. This research is the embodiment of the UPN "Veteran" Jawa Timur's Research and Community Service Strategic Plan 2021-2026. This research is in line with one of the six main themes of the research and community service program in 2022, namely tourism. In addition, this research also pays attention to the linearity of the themes of national research and community service programs, namely economic recovery and tourism development. On a regional and regional scale, this research also supports the RIPPDA of Trenggalek 2017-2031 in the tourism sector. The outputs of this research are 1) scientific journals/articles to be published in periodicals and 2) oral and poster presentations at the International Seminar of Research Month event. Theories and concepts used in this study are the theory of community social perception, asset-based community development, community based tourism, and sustainable tourism. This research will be carried out in three stages, namely the preparation stage, the field study implementation stage and the evaluation stage. This research uses descriptive-exploratory research. In this study, the data collection techniques used were literature studies, interviews, questionnaires, and observations. While the data analysis used qualitative data analysis techniques. This research also involves 5 students who will later be converted into the MBKM program with recognition of 20 credits. The temporary results achieved are the satisfaction of the people of Tegaren with the progress of their tourist village. This satisfaction was obtained through interviews with stakeholders in Tegaren.

Keywords: Tourism, tourism master plan, social perception, Tegaren

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Introduction

The popularity of Banyuwangi Regency with its tourism sector began to make other regions participate in empowering the tourism sector as one of the pillars supporting regional development. Banyuwangi Regency, which was once known as an occult area, has begun to turn into a paradise for Indonesian tourism. Not only has he succeeded in attracting local and domestic tourists, but Abdullah Azwar Anas, the Regent of Banyuwangi has also succeeded in enlivening his area with foreign tourists. This success is what Trenggalek wants to duplicate. Seeing the potential of Trenggalek which is on the coast and the natural structure that allows Trenggalek to have many other natural tourist destinations, the local government of Trenggalek Regency makes the tourism sector one of the pillars of regional development. This is confirmed by the establishment of the Trenggalek Regency Regional Regulation (Perda) Number 25 of 2016 concerning Tourism and in the 2016-2021 Regional Medium Term Development Plan (RPJMD) document of Trenggalek Regency. As briefly described in the picture below, Trenggalek Regency makes coastal areas (tourism), fisheries, and seaports as integrated areas. Trenggalek Regency is a coastal area in the south of East Java Province. As shown by the Google image below, the Regency is directly adjacent to Ponorogo Regency and Tulungagung Regency. Trenggalek also directly faces the Indian Ocean.



Figure 1. Integrated area in Trenggalek Regency

Meanwhile, the share of the female population in Trenggalek Regency is almost equal to the male population. However, the female population is calculated more than the male population. BPS Trenggalek noted that there were 347,893 female residents in Trenggalek in 2015. While the male population in Trenggalek reached 343,402 people. So, it can be concluded that the average female population in Trenggalek has an HDI that is still below the HDI value of Ponorogo, Blitar, Tulungagung, Kediri, and Banyuwangi. This is of course worrying, especially if the tourism sector is built by relying on the capabilities of local communities. The above conditions are added to the figure that 13.38% of the population of Trenggalek Regency is still categorized as poor in 2016. This figure is above the number of poor people in East Java Province, which in 2016 reached 11.85%. So, it becomes a big homework for the Trenggalek Regency government to then build the quality of human resources simultaneously reducing poverty and leading to the development of the tourism sector as a sector to be developed. This research is also a follow-up step to research with the same scheme in 2021, entitled "Local-Based Empowerment: Tourism Village Development and Local Village Women's Empowerment". In addition, the team from UPN "Veteran" Jawa Timur has helped the development of tourist villages in Tegaren Village through

the preparation of the 2019-2031 Tegaren Tourism Village Master Plan. The document is the main capital for the people of Tegaren to develop their tourism in the future.

Therefore, the current socio-economic landscape of the people of Trenggalek Regency can still be said to be not fully ready for major developments for regional progress. The actual acceleration program can always be done. So, this research is not only to examine the development of Trenggalek Regency to develop its tourism sector, but it will also discuss the perception of the people of Tegaren Village about the progress of their tourism village which has been supported by Tegaren Tourism Village Master Plan. This will be the main indicator for the research team to carry out a follow-up plan for the preparation of the Tegaren Tourism Village Master Plan document. Based on the above description, this research uses the following problem formulation, 1) what is the pattern of community social perception of the development of tourist villages, especially with the existence of the Tegaren Tourism Village Master Plan document?, and 2) What is the strategy for optimizing the development of the tourism sector in Tegaren Village based on the empowerment of the local community and the Master Plan for the Tegaren Tourism Village so that it can improve the socio-economic life of the community in the village? The limitations of this study include the location of Tegaren Village, Tugu District, Trenggalek Regency, the object of research being the local female population of Tegaren Village in particular, and the people of Tegaren Village in general.

Material and Methods

As humans who live individually and collectively, it is necessary to understand the thoughts and patterns of other human actions as a form of communication and social interaction (Wuryaningrat et al., 2020). The human observation system is one of the basics of human actions and behavior both individually and in groups, which is then known as perception (Knoblich & Prinz, 2001). Perception reflects the way individuals interpret experiences that rely on the senses they receive (Liem et al., 2019). Stimuli, for example in the form of information, captured by the senses are recognized according to patterns that have been formed based on experience, then processed by involving attention or attention so that an individual's understanding or perspective on the surrounding environment is formed (Aronson, 2016). A person's perception of the same thing is very likely to be different from other individuals because it involves a pattern of previous experience. According to Passer and Smith (2009), individual actions and behaviors that are formed from perceptions are caused by two things, namely personal dispositions and situational dispositions. Personal disposition is a behavior related to internal characteristics such as personality, beliefs, and attitudes. While situational disposition, namely behavior caused by situations that occur outside of the personal will and are influenced by external aspects of the environment. Social perception itself is defined as the initial stage of evaluating the psychological intentions and dispositions of others by analyzing perspectives, body cues, and other movements (Allison et al., 2000).

Social perception refers to identifying and utilizing social cues to make judgments about the roles, rules, relationships, contexts, or characteristics of other people or other communities. In other words, social perception measures the understanding of social communication relationships between individuals and between individuals and other groups. Another opinion is expressed by Baron and Branscombe (2012) who understand social perception as a process used to try to understand other people. Several factors are known to contribute to the creation of a person's social perception such as recipient factors, situational factors, perspective organization factors, and target object factors.

One of the approaches used is asset-based community development (ABCD) which gives an important role in the community or tourism area community. The community is now a key concept for the development of a tourist village. Communities or local communities in tourist areas can act as subjects of development, no longer as objects of development as in previous periods (Dwirotjahjono et al., 2020). Local communities are also involved in planning,

implementing, monitoring, and reporting on the results of tourism development programs. Welfare, competitiveness, sustainable development, and environmental harmony are the current goals of the development of every tourist village. What the local community/community can also play in the development and development of tourism is to prepare the social infrastructure and physical infrastructure of the area. Physical infrastructure has a short-term orientation, with the construction of physical facilities and infrastructure (Russel, 2016; Dureau, 2013). Meanwhile, the development of social infrastructure is more of a long-term orientation. Social infrastructure includes the utilization of potential assets belonging to the region and the local community/community, as well as the active involvement of the community in maximizing the potential assets of the region. Cooperation between government, regional apparatus, and local communities/communities enables sustainable development to be carried out.

The ABCD approach is oriented towards how individuals and the entire community/local village community contribute to their development by exploring and mobilizing the capacity and potential assets of the region, modifying and improving existing structures, and articulating and visualizing the “dream” of change in their environment. The ABCD method is carried out by exploring past success stories, present success stories, and bright opportunities in the future. These three elements are used simultaneously to generate positive energy and inspiration for the local community (Russel, 2016). In addition, in this method, a mapping of available assets is carried out, focusing on the analysis of current strengths and assets, setting inspiring shared goals and visions, designing transformative and open changes, creating competencies for all community members, and empowering all community members. for community development efforts (Dureau, 2013).

CBT itself is a tourism approach that also focuses on participation and the participation and recognition of local communities. Local communities are considered very important by CBT because local communities, along with the ecosystem in them, are tourist attractions/destinations. So, tourism is not only determined by the site/location/destination of tourism but also by the ecosystem of life in it (Suksmawati et al., 2021). Therefore, one of the positive sides of this CBT approach is that the impact of tourism will be directly felt by each family in the local community area. In addition, CBT usually also gives positive advantages to the local community, such as the local community's awareness that they need to learn and develop further (Lopez-Guzman et al., 2011). According to Nurhidayati (2015), the involvement of local communities in regional tourism can be realized by providing managerial access to regional tourism management. This is a socio-political involvement that will later create a more democratic mechanism for local communities so that in the context of development and empowerment of local communities more rights are given. For this reason, according to Suansri (2003), 6 (six) principles must be upheld in this CBT approach, namely 1) understanding, acknowledging, supporting, and developing community ownership in tourism, and 2) increasing community participation in tourism development in the region. , 3) develop the pride and quality of life of the local community, 4) ensure the sustainability of a healthy environment, 5) help sustain and improve the character and culture, and humanity of the local community, and 6) distribute the income from profits fairly and equitably in development projects. community tourism.

Results and Discussion

After 4 years of mentoring the Tegaren Tourism Village in Trenggalek Regency, in the end, the research team got a positive perception from the people of Tegaren Village. The Tegaren community gets a lot of additional income from the existence of tourist villages that have started running. Indeed, tourism in Tegaren Village will not work as a tourism destination that has been around for a long time and gets more public attention. However, the community considers that tourism in Tegaren Village can assist them gradually. This can also provide an introduction to the wider community about Tegaren Village.

A positive perception of the progress of the tourist village in Tegaren has an outcome that not only provides an increase in economic income for the villagers, but also pride in itself. This positive perception was confirmed by more attention from the district and sub-district governments to the development of the Tegaren Tourism Village. After 2021 Tegaren Village was included in the Sadewa program, or One Hundred Tourism Villages, in 2022 this Tegaren Village will also become the top 500 in the Indonesian Tourism Village Award. Sadewa itself is a program from the Trenggalek Regency Government to raise 100 tourist villages in Trenggalek Regency. This program is the flagship program of Trenggalek Regency which does have a tourism vision. The two achievements obtained by the Tegaren Tourism Village have given impetus to the positive perception of the Tegaren Village community towards the progress of their tourism village.

However, ironically, some residents near the tourist destination of Tegaren Village complain that the environment is too crowded there. The crowd is feared to cause insecurity and environmental cleanliness that can no longer be maintained properly. This condition can be found in RT. 11 and RT. 12 Tompe Hamlet which is close to the Embung Banyu Lumut tourist destination. Although it seems minor, the residents' complaints need to be considered so that the development and promotion of tourist villages in Tegaren do not cause extreme pros and cons among the villagers themselves.

From the research aspect, the research team has designed research questions to continue scientific studies on the development of tourist villages in Tegaren Village. The research question is how to influence the positive perception of the people of Tegaren Village on the progress of the tourist village on the alignment of village government policies for tourism development. This research question is interesting for the research team to ask because awareness of the development of tourist villages in Tegaren is still limited to a few stakeholders, such as the village government, community awareness groups, village-owned enterprises, and youth organizations. Policy alignments are needed from the village to further expand awareness of tourism in Tegaren Village.

To support the collection of preliminary data with the research questions above, the research team decided to interview several stakeholders about their vision of a tourism village in Tegaren in the future. The interview will be conducted when the research team conducts another field visit this year. The thesis that will be tested by the research team is the belief that positive perceptions of the progress of tourist villages that have been present in the community will bring changes in the alignments of the village government to further advance tourism in Tegaren.

In addition, from the technical aspect of research output this year, the research team has prepared drafts of scientific articles to be uploaded to scientific journals. This scientific article, of course, can add to the intellectual property of documents that make Tegaren Village an object of research. In addition, the research team also plans to assist Tegaren Village with the implementation of community service activities so that Tegaren Village can be assisted to the maximum.

Conclusion

The people of Tegaren Village have given their positive perception of the progress of the existing tourist village. This perception also arises due to a series of achievements made by Tegaren Village in 2021 and 2022 to encourage all levels of village society. The existence of positive achievements and perceptions in the Tegaren community also gives more confidence to the village government to further develop their village tourism.

However, it is interesting to study in the future how the positive perception of society influences the progress of the tourist village on the alignments of the village government, sub-district government, and of course the district government in the development and development of tourist villages. Of course, if the positive perception of the community affects the development and development of tourist villages, then this can be an advantage for the local government in

Trenggalek Regency. Trenggalek Regency can become an area with a center for developing community-based tourism villages, or community-based tourism.

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