

Optimizing the Tourism Potential of Surodadi Village to Realize the Greatness of Surodadi

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Abstract. The partnership of community program are Pokdarwis Mekar Lestari managers, BUMDES Manunggal Roso, and village officials and community. The stages of problem solving are preparation, implementation, and evaluation. The data were collected thorough observation and interviews. The results of the community service are the tourist site has been organized, the tourist manager could manage the human resource based on job description, the financial systems has been organized and the collaboration with the breeders has been developed. Therefore, the visitors has been increased and Lembah Pinus more famous. The focus of this service is different from previous services. Previous service focused on establishing POKDARWIS as one of the institutions that handles the development or establishment of tourist areas in Surodadi Village. Meanwhile, this community service program focuses on organizing tourist areas and developing human resource skills in managing tourism and integrating it with the agricultural sector.

Keywords: Sustainable development goals, tourism village, pine forest.

1 Introduction

The mission of the Magelang government for 2019-2024 is realizing the prosperous communities, competitiveness and trustworthy (SEDAYA SEMANAH) [1]. Meanwhile, the mission are 1) improving the quality of life of a prosperous and noble community, 2) increasing regional competitiveness based on local potential while maintaining environmental sustainability, and 3) realizing trustworthy governance. The aim of local potential management in relation to environmental sustainability is to achieve good environmental quality with the Environmental Quality Index (IKLH) indicator; b) improving infrastructure services with regional development indicators; and c) increasing the competitiveness of the regional economy with indicators of increasing the value of Gross Regional Domestic Income (GRDP) in the trade sector, increasing the value of GRDP in the agricultural sector, increasing the value of GRDP

in the processing industry sector, increasing GRDP in the tourism sector, investment growth, public peace and order, and the village development index [2].

The vision and mission of Magelang Regency have realized by five superior programs were formulated, namely the development of agriculture, tourism and SMEs through the use of regional superior sectors. The aim is to improve community welfare which includes a) development of market-oriented agribusiness including organic farming; b) development of tourism based on local wisdom; c) development of potential and strategic tourism destinations; d) building a smart center/platform for arts, culture and tourism; and e) empowerment of SMEs and cooperatives based on local resources [3].

Magelang Regency develop the tourism due to improve the regional income and GDRP and provide employment. Furthermore, development of tourism could encourage dan empowering female and youth people to produce a creation that diminish poverty rate in Magelang Regency. However, the number of visitors and the limited length of stay of tourists to be some of problems in tourist sector [1].

Surodadi is one of 19 villages in Candimulyo, Magelang Regency. This village area borders Bawang and Losari villages to the north, Sonorejo and Banyusidi villages to the south, Pakis Village to the east, and Purworejo Village to the west. The distance from the government center of Candimulyo District is 2 km and from the center of the capital of Magelang Regency is 18 km. The topography of Surodadi Village is a plain with a land slope of $<20^\circ$ or gentle, a height above sea level between 501-750 m, and is outside the forest area [4], as shown in [Figure 1]. below this.



Fig. 1. The location of Candimulyo, Magelang Regency.

Literature Review

In the 2019-2025 Magelang Regency RPJMD it is stated that there are three sectors that are favored in Magelang Regency to increase Original Regional Income (PAD), Gross Regional Domestic Income (GRDP), and open up many job opportunities, namely the tourism sector, the Small and Medium Enterprises (UKM) sector, and the agricultural sector [5]. Apart from that, the Candimulyo sub-district area is one of the sub-districts which is a center for developing

trade, agriculture and livestock, developing education and supporting tourism activities, as well as nature conservation.

Tourism activities can be a solution to get people out of poverty. Several city/district areas have succeeded in using tourism to develop their regions. However, the use of tourism resources must also be in harmony with sustainable development, such as tourism based on local culture and community empowerment groups [6]. Development. Tourism is a process of change to create added value in all aspects of the tourism sector, starting from Infrastructure, Tourist Attraction Objects (ODTW), and other aspects [4]. The objectives of national tourism development are:

1. Improving the quality and quantity of Tourism Destinations;
2. Communicating Indonesian Tourism Destinations by using marketing media effectively, efficiently and responsibly
3. Creating a Tourism Industry that is capable of mobilizing
4. national economy
5. Talking about tourism institutions and tourism governance that are able to synergize tourism destination development, tourism marketing and the tourism industry in a professional, effective and efficient manner.

In general, the tourism sector has become the mainstay of economic development in various cities or districts, but the word tourism cannot be found in the standard classification of types of business fields in Indonesia as outlined in the Regulation of the Head of the Central Statistics Agency number 57 of 2009 concerning the standard classification of business fields in Indonesia. The type of business closest to the tourism field is point eighteen regarding Culture [7], Entertainment and Recreation. This is in line with what is in the International Standard Industrial Classification of All Economic Activities (ISIC), Revision 4, Draft complete structure for discussion, which was published on 12 May 2004 [6].

Based on discussions related to tourism, poverty alleviation can be concluded:

1. Tourism is a system that can become a mainstay sector of the economy in creating jobs and alleviating poverty.
2. Sustainable tourism development requires comprehensive community involvement at all stages of development, from the planning stage to development implementation so that the community has high awareness in monitoring and maintaining the results of tourism development.
3. Increasing Human Resources (HR) related to tourism is very necessary in increasing tourism awareness for the community which has an impact on welfare and optimal service which will have an impact on increasing community income.
4. Overcoming the problem of poverty is by empowering people to be more active so they can escape the shackles of poverty
5. Poverty alleviation requires joint efforts, government, community organizations, the private sector, in the context of a global partnership for stronger and more effective development through efforts to achieve systemic goals [4].

2 Method

The partners of the community service are Pokdarwis Mekar Lestari, BUMDES Manuggal Roso and Surodadi community. Kegiatan pengabdian dilaksanakan di Lembah Pinus yang berada di Desa Surodadi, Kecamatan Candimulyo, Kabupaten Magelang. The stages of implementing this service activity are preparing, implementation, and monitoring.

In the preparation stage, the service team identifies the problems faced by partners. We use SWOT (Strength, Weakness, Opportunity, Threat) analysis to identify the problems and determine alternative solutions to solve partner problems. After that, an activity program is prepared as a follow-up to the chosen solution. Then the community empowerment team informs to the partners and the community regarding the activities to be implemented, the objectives of the activities, implementation stages, and implementation schedule based on the agreement between the empowerment team and partners.

Therefore, the partners will understand the community service activities that would be implemented and would be motivated to carry out each program that has been agreed enthusiastically and sincerely in order to realize the goals of these activities.

On the stages of implementation, the team of community service carried out training for the partners includes 1) management training and organized the tourist area, 2) TOT outbound, 3) financial management training. The aim was to improve knowledge and skills regarding the fun games for visitor education. Furthermore, the purpose of the implementation of the program was to build tourism object management by designing the layout of tourist objects, handling visitors, ticketing and parking.

Evaluation was carried out in four stages. The first stage is management evaluation. The team evaluated the implementation of the job description that has been carried out by the tourism managers based on the organizational structure that has been built. Afterward, the team evaluated the numbers of visitors after adding game rides and several supporting facilities. The second stage is to evaluate the skills of tourism managers in handling outbound by interviewing the members of tourist managers who join the game. The third stage is to evaluate the accounting skills of managers by verifying the correctness of the records and synchronizing these records with the total funds held by the management.

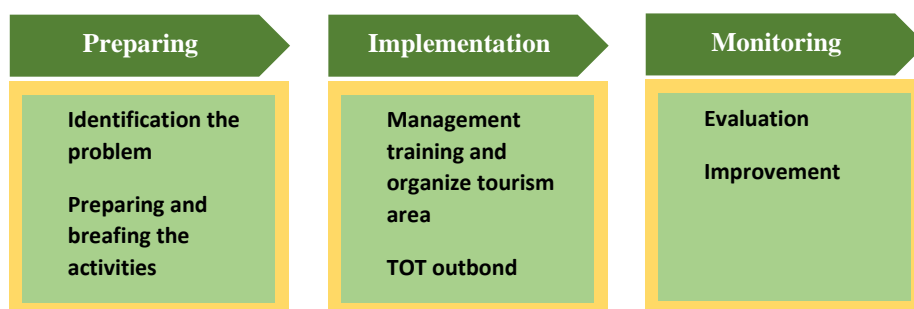


Fig. 2. The stages of problem solving.

3 Results and Discussion

The service community had carried out since July 2023, through several stages. The aim of the service are improving the entrepreneurial character of tourism managers and developed the tourist governance towards innovative tourism villages, realizing the of sustainable agrotourism, and realizing the sustainable of edutourism towards the Greatness of Surodadi. In the initial stage, the community service team observed the location and conducted interviews with the Pokdarwis Mekarsari Pokdarwis and the Surodadi chairman. Based on the results of the interview, the team identified problems using SWOT analysis.

Table 1. SWOT analysis

Internal Aspect	External Aspect
Strength <ul style="list-style-type: none">▪ There is support from the village government in the form of road construction access to tourist locations▪ There is support from the national park in the form of Cultivation Right on Land	Opportunity <ul style="list-style-type: none">▪ Most people like education-based natural tourism▪ Many teenagers (school age children) like to do outdoor activities (camping and outbound)
Weakness <ul style="list-style-type: none">▪ Weak tourism management▪ The tourist area is not yet well organized▪ There are no games for children, worship facilities or other infrastructure	Threat <ul style="list-style-type: none">▪ There is similar tourist attraction near Lembah Pinus

In the next session, the service community team hold group discussion forum (FGD) with the related parties such as the Surodadi Village Chairman, Pokdarwis Mekar Lestari, BUMDES Manuggal Roso and the Surodadi community. At this stage the community service team discussed about the activities that would be carried out to resolve the problems. The result of the discussion was that all parties agreed regarding the program and agreed to collaborate in implementing the program.



Fig. 3. The forum discussion group with the chairman of Surodadi Village, Pokdarwis Mekar Lestari, BUMDES Manuggal Roso and the Surodadi community

At the next stage, the community service team hold tourism management training. They were 20 members of tourist managers attend the training. The trainer explained about the importants of tourism management. The purpose of tourism management were provided a satisfying tourist experience for the visitors and provide benefits for all parties involved including the managers and communities. The trainer also explained about the importants of implementation of jobdescription. The division of tasks will ensure that each member does not feel burdened in managing tourism. It was means that the managing of tourism should be done together. After the management training, the team of community service hold discussion with the tourist managers to organized the tourist area. The team planned to build playground, mushola, landmark of Lembah Pinus. The team also would decorated the park with the aesthetic lights in the some of area. The member tourist managers have agreed. Currently the development of playground, mushola, landmark of Lembah Pinus still on process.



Fig. 4. The forum discussion group with Pokdarwis Mekar Lestari



Fig. 5. The playground in the tourist area

Afterwards, the team hold outbound fun games training for tourist managers. The community service team show some of fun games and explain how to handle the the partisipan when the outbond take place. The team show the fun games with the plaything and without the plaything. The team hopes that the members of tourist managers have skills and capabilities to handle visitors who want to hold an outbound.



Fig. 6. Outbound fun games training

The last stage of implementation was management financial training. The training focuses on accounting skills. Based on the result of interview before the hold of community service program, the member who have responsible to record transaction of the tourism has limited knowledge and skill about accounting. So that, the manager only records the cash inflow and

outflow. The manager did not know how much the numbers of profit all the time. At this training, the trainer explain about the important of financial statement to the tourist manager and the element needed to prepared financial statement. Then, the trainer trained the manager record the transaction on the journal and preparing the financial statement. In this training, the trainer also demonstrated how to preparing the financial statement utilizing Ms.Excel system. The result show that now, managers could record the transaction on the journal and know the amount of profit by preparing the income statement.

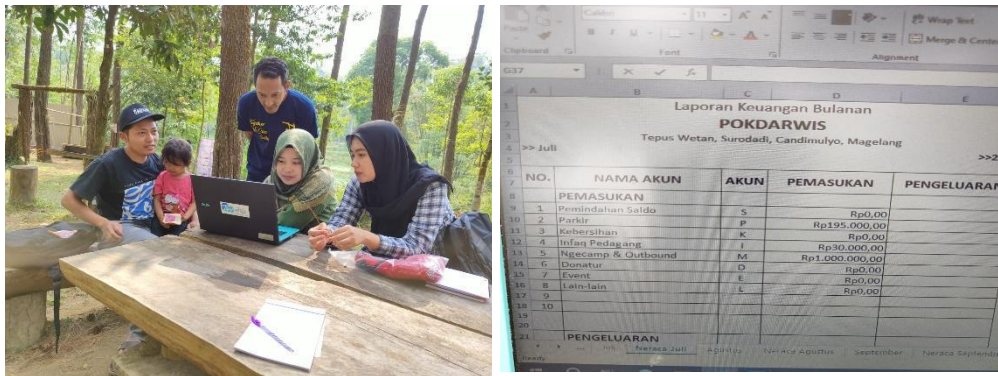


Fig. 7. Financial management training

4 Conclusion

After the service activities were carried out, the tourist locations were more organized and game rides and tourist spots were available. Based on the results of interviews with tourism managers, the number of tourist visitors is increasing. Many visitors make orders to hold outbound events. The accounting recording process is starting to be carried out routinely, so that managers can find out the amount of profit earned while the tour is operating.

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