

## Conference Paper

# Community Empowerment Based Tourism Village As an Effort to Increase the Potential of Jamu

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## Abstract

This study aims to determine the potential problems and solutions in community empowerment based on tourist villages and excellence with the existence of “Jamu” Tourism Village in Kampungdalem Village, Kediri City.

This research used qualitative methods with approach Participatory. The main techniques of data collection are done through observation techniques (both physical data observation and observation involved), focus group discussions (FGD) and surveys directly to respondents from May to July 2019. Physical observation to find out problems in community empowerment based on “Jamu” Tourism Village with Citizens RW 02 Kampungdalem Village Kediri City. While observation is involved to identify solutions and benefits or advantages of “Jamu” Tourism Village with Village Chief and Public Relation. The sample this research are 30 people example Village Chief, Public Figure, Citizens around on local Kampungdalem Village Kediri City at FGD present.

Identification of problems including residents having various fields of business other than herbal medicine, the quality of diverse tastes of each herbal medicine manufacturer, and the existence of an icon of Child Friendly Village before the existence of “Jamu” Tourism Village. The solution to this problem is the need for moral and material encouragement for people, the assistance and supervision of all herbal medicine producers, and uniting different icons into one interesting treat. The advantages are mature concepts based on clusters, variations of various processed herbal products, renting costume sellers and supporting properties, opening jobs and reducing crime rates and preserving the nation’s culture while maintaining a healthy body.

**Keywords:** Community Empowerment, Tourism Village, Increased Potential, Traditional Herb

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## 1. Introduction

Kediri City began to develop into a big city in the midst of increasing population. The increase in population must be in line with economic activity. The imbalance between the population and the level of family welfare certainly becomes a problem for the

people of the capital, which is certainly not desired by the people of Kediri City. One of them is Kampungdalem Village, Kediri City.

Kampungdalem Village have the heterogeneous diversity. The heterogeneous in terms of their hobbies and abilities. This needs to be a unifying forum so that this becomes a tourist village, especially for all. This local that people make as producers of jamu. Not only that, there are also some other culinary besides jamu. Easy access and located in the city center, is also a surefire strategy so that this area will soon become a culinary tourism park. But there is a threat that is not the right empowerment for the community in accordance with the available potential. According to Nikkhah (2009) explained that community empowerment is divided into 3 (three) types based on empowerment using the "top-down", "bottom up" and "partnership" approaches. In the top-down approach of the development community, the main development activities are initiated by the government or authority. In fact, in this case all approaches are managed by the government, and members of the community are passive. This approach emphasizes central planning. Meanwhile, the bottom-up approach to community development is initiated and managed by the community for the community. Government and service providers only play a supporting role as facilitators and consultants. In other words, an active role in the development process is played or initiated by the community itself. When development efforts are combined or initiated by the government and the community, it is called the community development partnership approach.

This research is intended to empower the community through a partnership approach to potential development in the community through the existence of the "Jamu" Tourism Village. So that the local potential in the form of its main jamu and other culinary can be raised so that it will experience an increase in turnover. This was further made clear by Ciolac (2017) who explained that the tourism village began in France, a country with a long tradition of organizing and fully promoting rural tourism. Rural houses are controlled, approved and reserved by the "La Federation Nationale de Gîtes de France (FNGF)", which consists of 37,000 permanent settlements.

Traditional herbal medicine is one of the culinary heritage of the archipelago which was handed down from the days of our ancestors to the present. However, traditional herbal medicine is often consumed by the elderly. The lack of interest of young people to consume herbal medicine is caused by the lack of variety of herbal medicine producers in serving traditional herbal medicine to be a varied product. If this traditional herbal medicine product is able to be served in the form of other product variants, then this product might also be in demand by the younger generation one day.

Based on the foregoing, the problem formulations in this study are:

1. What are the potential problems in community empowerment based on “Jamu” Tourism Village in Kampungdalem, Kediri City?
2. What are the benefits with “Jamu” Tourism Village in Kampungdalem, Kediri City?

## 2. Research Methods

This research used qualitative methods with approach Participatory. The main techniques of data collection are done through observation techniques (both physical data observation and observation involved), focus group discussions (FGD) and surveys directly to respondents from May to July 2019. Physical observation to find out problems in community empowerment based on “Jamu” Tourism Village with citizens in this local Kampungdalem Village, Kediri City. While observation is involved to identify solutions and benefits or advantages of “Jamu” Tourism Village with Village Chief and Public Relation. The sample this research are 30 people example Village Chief, Public Figure, Citizens consist of RW 02 Kampungdalem Village Kediri City at FGD present. Considering this location is the center of herbal medicine in the Tourism Village.

## 3. The Results

In general, the existence of the Tourism Area is always inseparable from the potential in a particular region. After conducting field observations in the local Kampungdalem Village, Kediri City, the biggest problem was the existence of the potential for traditional herbal medicine production amidst other potentials. Need to identify potential problems in community empowerment based on “Jamu” Tourism Village in Kampungdalem Village, Kediri City.

### 3.1. Problems and Solutions for “Jamu” Tourism Village

**First:** Citizens around in this local Kampungdalem Village, Kediri City, have businesses in a variety of different fields. The majority of citizens have culinary businesses, including the production of jamu, ice puter, catering, chicken and goat satay and many other businesses. From the existence of various culinary potentials in the area, initially the community was difficult to approved the existence of “Jamu” Tourism Village. Yet according to Primadany (2013: 22), the development of tourist areas is efforts or ways to advance and develop something that already exists. The development of tourism in

a tourist destination will always be taken into account with the benefits and for the surrounding community.

**The Solution:** There is a need for moral and material encouragement for the citizens around in this local Kampungdalem Village, Kediri City. Material support in the form of availability of funds from the Ministry Of Research, Technology And Higher Education for physical development and meeting the need for supporting infrastructure facilities for the existence of “Jamu” Tourism Village. Then, moral support in the form of a concrete explanation about Tourism Village does not only produce or sell 1 (one) type of product but various types of products. Moral support is also carried out by providing partnership programs with culinary producers, especially herbs and non-herbs in terms of training in making food and beverages of various traditional herbal preparations. And with the participation of the community in the environment to participate in advancing or developing the existing potential. This is in accordance with research conducted by Aref (2010) which explains that local communities are the main reason tourists travel, to experience the lifestyle and material products of various communities. Local communities also form a 'natural' landscape, which is consumed by many tourists. The community, of course, is also a source of tourists; tourists are drawn from certain places and social contexts which in themselves will help shape the context of the experience of tourists in the host community.

**Second:** The quality of taste jamu is believed to still different between some producers. This is why there is no uniformity between producers to make the same taste and quality with prices that are not much different. Djamaludin (2009) explained that in general consumers were satisfied with the attributes of herbal medicine products such as efficacy, color, aroma, taste, diversity, ease of obtaining, price, cleanliness (glass, baskets, bottles, wipes, and water), and the content of carrying herbs. The quality of taste is one of the main things, which can make consumers satisfied. In addition, the suggested marketing strategy analysis consists of four marketing mix namely product strategy, price, promotion, and distribution. The product strategy includes maintaining the hygiene of the carrying herbal medicine both the product and the seller, including the name of the type of carrying herbal medicine on each bottle. This producer located in local, Kampungdalem Village, Kediri City, has used a packaging bottle labeled “Jamune” in its packaging. However, in marketing the seller gets criticism because the selling price of products is more expensive with herbs that are already on the market.

**The Solution:** To maintain the quality of the taste of traditional herbal medicine, the Standardization of Herbal Medicine Manufacturing training was held with presenters from the East Java Provincial Health Office and researchers provided assistance and



Figure 1: Mural with “Jamune” theme at one of the selfi spots.

supervision for all producers in the environment. Providing guidance on the importance of maintaining the quality of taste together also continues to be improved. In addition, the provision of several packages in the form of a mini cup along with supporting tools was also provided so that herbal medicine producers could minimize the selling price of traditional herbal medicine on the market.

**Third:** Before this research, citizens around in this local, discussion that Kampung-dalem Village, Kediri City was made the area had received the Child Friendly Village icon, many people did not approve of changing the new icon in the area. This is in accordance with research conducted by Purnamasari (2019) explaining that in developing community-based tourism in Toddabojo Village it is necessary to prioritize criteria that have not been met, so that the development of community-based tourism in Toddabojo Village can later be carried out optimally, where tourism activities can benefit the community but still be able to preserve the environment of Toddabojo Village.

**The Solution:** The researcher invites the public to combine 2 (two) different icons into one interesting theme so that visitors who come can enjoy with 2 (two) different concepts, namely Jamu Tourism Village and Child Friendly Village. Researchers fully support a variety of support activities to preserve the environment through these two



**Figure 2:** Packaging in the form of a mini cup results of standardization of herbal medicine training.

concepts by providing material assistance to support the sustainability of the Child Friendly Village.

### 3.2. Identifying Excellence with the existence of "Jamu" Tourism Village

With the existence of community empowerment based on Tourism Village is expected to benefit the community in terms of economic, social and cultural as a form of increasing the potential of jamu in the Kampungdalem Village of Kediri City. This is in accordance with Yoeti in Primadany (2013) which explains that tourism development must be in accordance with careful planning so that it can benefit the community, both in terms



**Figure 3:** One of the murals that collaborates on the concept of “Jamu” Tourism Village and Child Friendly Village.

of economic, social and also cultural. The advantages of this “Jamu” Tourism Village based community empowerment include:

**First:** As an effort to increase the potential of jamu in Kampungdalem Village, the existence of Tourism Villages in the area can also improve the economy of the surrounding community. This is in accordance with the research conducted by Sugianto (2016) which identifies the potential that exists so that it has a high selling power as a tourist village so that it can be known the original character Karang Patihan Village, Balong Ponorogo in its tourism village development strategy as an alternative to improving the community’s economy.

Community contribution in terms of developing local potential is certainly one of the objectives in terms of this economy. Especially supported by the existence of a potential in certain areas such as RT 04 and 05 in the neighborhood of RW 02 has the potential for herbal medicine and ice puter businesses. Then, RT 01 and 02 have potential producers of chicken and goat satay and various other culinary delights. “Jamu” Tourism Village, if it is carefully conceptualized based on clusters, certainly makes visitors more interested and curious to come. This is in accordance with Rastghalam (2017) explaining that the creative village approach to rural development might prove to be an effective strategy that can be used in certain villages in Iran for endogenous development and progress

purposes. According to these findings, the application of the creative village approach is highly desirable for rural development because more than half of the key factors are creative villages has a positive impact (through direct and indirect influence).



**Figure 4:** One RT that has the potential to produce chicken and goat satay.

- **Second:** The management of jamu into a variety of other product variations is a business opportunity. Variation product of jamu provided by people around of RW 02 in Kampungdalem Village, Kediri City is also one of the objectives in terms of economics. According to Nuringsih (2013), this herbal medicine business opportunity includes the entrepreneurial criteria at the individual level, with the following views (1) Able to create new products resulting from the efficacy of maintaining herbal medicinebody health, (2) Business adaptability is relatively high, it is proven that this profession has been implemented for a long time and has declined in the next generation, (3) Business risk is well managed by dividing the territories fairly between old traders and new traders, (4) The physical form of the herbal medicine traders is still mostly maintained as the original herbal medicine carrying profile, although several new generations have begun to use bicycles. The original profile of traditional herbal medicine as a form of local wisdom from the characteristics of Javanese culture, (5) Financially they are able



to survive, because the market is certain so that their income is certain. In addition to concocting herbal medicine, they use herbal medicine industry products to increase income, (6) Personal satisfaction in the form of business independence carried out during a dozen or decades. Significant business results with overseas hard work as herbal medicine traders. They have savings assets in the village or overseas in the form of: ownership of residential houses, rented houses and so on.

Variation of processed jamu provided by residents around people in this local in Kampungdalem Village, Kediri City is also one of the objectives in terms of economics. Prakosa (2005) explains product innovation is a company's mechanism to adapt to a dynamic environment, required to be able to create new thoughts, new ideas by offering innovative products and improve services that can satisfy customers.



Figure 5: Variation of Processed Herbal Products.

- **Third:** One of the concepts in “Jamu” Tourism Village is that it can improve the economy of the community by renting costume sellers and supporting properties. This costume can be rental. This way was given use to help market the area online to the general public, also in this local have spot to selfi. With competitive prices, costumes consisting of kebaya, finger, hat, hand bag and bottles that have

been polished with various colors are rented to every interested visitor. This is consistent with research conducted by Djamaludin (2009) that consumers are also satisfied with various attributes of carrying herbal medicine services and the smallest percentage of consumer satisfaction levels is the appearance of herbal medicine sellers carrying. In this “Jamu” Tourism Village, it is seen that not only the seller’s appearance using traditional clothes, but also so that visitors can also use costumes that are commonly used by herbal medicine sellers in general.

**Fourth:** The existence of a tourist village is expected to reduce the urbanization rate of the people of Kampungdalem Village, Kediri City. You do this by opening up jobs for all Kampungdalem people, Kediri City who are still unemployed. This of course also can reduce crime rates in the region. This is also the same as research conducted by Wahyuni (2018) that the development of the Nglanggeran Tourism Village in Gunungkidul Regency has various impacts, one of which is the decreasing migration rate because tourism activities encourage the emergence of various jobs for the local community. Another study conducted by Ciolac (2017) in the Apuseni Mountains, an area with a high potential for rural tourism, which can offer a variety of unique tourism products to tourists explains the low urbanization rate of the region to only around 30%.

**Fifth:** Consuming traditional herbal medicine is one way to preserve ancestral cultural heritage in order to maintain a healthy body. With the concept of “Jamu” Tourism Village, it is hoped that all visitors can enjoy herbal medicine and other culinary in order to preserve the nation’s culture while maintaining a healthy body. This has been done a study by Satriyati (2017) that the user’s view of the gatherer that herbal medicine is a medium to motivate others to maintain a healthy balance of body and mind. In addition, herbal medicine is also a media message to the community to always maintain health in accordance with ancestral and Islamic religious advice.

## 4. Conclusion

Tourism Village has the potential to continue to be empowered until there is a continuous increase in the production of Traditional Herbal Medicine and other culinary delights in the Kampungdalem Village, Kediri City. The following conclusions in this study include:

1. The potential problem in empowering “Jamu” Tourism Village is that RW 02 people have difficulty in agreeing that the area is made into a tourist area because most people have businesses in different fields, the solution is to have moral and material encouragement for RW 02 people in Kampungdalem Village, Kediri City in order to create a village tour.
2. Potential problems in the empowerment of “Jamu” Tourism Village are the quality of traditional herbal medicine that is believed to still differ between herbal producers, the solution is to hold Standardization of Herbal Medicine Production Training with presenters from the East Java Provincial Health Office and researchers provide assistance and supervision for all producers in the environment.
3. Potential problems in empowering “Jamu” Tourism Village are RW 02 people who do not agree with the change of new icons in the area. The solution is to Combine the community to unite 2 (two) different icons into one interesting theme so that visitors who come can enjoy 2 (two) different concepts namely “Jamu” Tourism Village and Child Friendly Village.
4. The excellence of community empowerment based on “Jamu” Tourism Village is a mature concept based on clusters, which certainly makes visitors more interested and curious to come.
5. The excellence of community empowerment based on the “Jamu” Tourism Village is the variety of processed herbal products provided by people around in this local Kampungdalem Village, Kediri City is also one of the objectives in terms of economics.
6. The excellence of community empowerment based on “Jamu” Tourism Village is the one of the concepts of the “Jamu” Tourism Village is that it can improve the economy of the community by renting costume sellers and supporting properties.
7. The advantages of “Jamu” Tourism Village-based community empowerment are opening up employment opportunities for all residents of Kampungdalem Village, Kediri City who are still unemployed and reducing crime rates in the region.
8. The excellence of community empowerment based on “Jamu” Tourism Village is to enjoy herbal medicine and other culinary in order to preserve the nation’s culture while maintaining physical health.

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