



Pagelaran Sustainable Rural Development: Strategy, Opportunities for Culture and Heritage Tourism

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Abstract. Tourism in Malang is one of the sectors that has made a high contribution to East Java in recent years. Malang is planning a revival of local tourism. Mentaraman is one of the hamlets in Pagelaran, Malang. Pagelaran has various superior arts and culture-based potential, namely karawitan, dance, kentrung, campursari, ludruk, wayang, heritage items. Pagelaran has natural potential in the form of rice, sugar cane and corn also has products produced by residents in the form of sinom, soy milk, market snacks, bread, tofu and tempeh. This research is a qualitative research with an intrinsic case study approach to analyze development strategies that can be applied to label Pagelaran as a Rural Tourism. This Intrinsic Study explores intrinsic aspects in the development of tourist as an effort to increase economic, social and environmental potential in rural areas. The main focus of the research is on the intrinsic aspects of tourist development, including community participation, local cultural preservation, environmental management, and economic impacts. The results of this study show that active community participation in planning, development, and management of tourist is a key factor in success this project. By paying attention to these elements, local policy makers and developers can plan and implement tourism projects that are sustainable, profitable, and in accordance with the needs and culture of the local community.

Keywords: Existence Pagelaran, Strategy of Culture and heritage education Tourism, Sustainable Rural.

1 Introduction

The tourism sector is a economic sector that has become the center of attention of various regional governments in Indonesia in recent years. Tourism is one of the potential economic sectors that provides income for regions to carry out regional development. Increasing individual tourism needs is also one of the reasons why every regional government increases local tourism. Tourism in an area is not only beneficial for the local government, but also for the community through the presence of employment opportunities and increased income for the economic community. Based on The World Travel and Tourism Council (in Mulyati, et al (2021)) explains that tourism is a social, cultural and economic potential that creates the movement of an individual to a country or region for personal or business purposes.

Cultural tourism often promote local businesses, including food stalls, lodge and shops. This stimulates entrepreneurship and encourages the growth of small and medium-sized enterprises (SMEs), leading to increased economic activity in the area. To

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cater to tourists, governments and private investors can invest in infrastructure development, including roads, transportation, and utilities. These investments can improve the overall economic environment in the region. Cultural tourism can be an effective way to diversify the local economy. These rural reduce dependence on traditional sectors and provide a source of income even in areas where agriculture or manufacturing may be in decline. Cultural tourism rural often rely on the preservation and restoration of historic sites, which not only protects cultural heritage but also generates economic activity linked to conservation efforts. The economic success of cultural tourism rural can empower local communities, improve their quality of life and help maintain the authenticity and sustainability of cultural experiences. Sustainable tourism practices are becoming increasingly important in cultural tourism villages to ensure the long-term economic and environmental health of the region. Balancing economic growth with environmental and cultural preservation is essential.

The Regional Government has various plans to improve the regional tourism sector, one of which is Malang Regency. Malang Regency is creating a tourism sector that supports the welfare of every community, namely through optimizing every potential of the community-based tourism sector, namely through strengthening local cultural traditional values and collaborating with various stakeholders in an area. In achieving this target, the Malang Regency Government is carrying out improvements in tourist villages to increase regional and community income. Based on the 2023 Malang Regency Government Agency Performance Report (LKjIP), it is stated that increasing a new tourist village is one of the government's steps to reduce the poverty rate in Malang Regency. The Malang Regency Culture and Tourism Office stated that a tourist village is a rural area with various potentials for and tourist attractions. Lubis, et al (2020) stated that a tourist village is a location in a rural area that has various unique characteristics that can be used as a tourist attraction. Tourism villages are not only related to natural potential, but also to the potential of arts, culture and product potential managed by the people of a village. One of the hamlets in a village that has the potential to be developed into a tourist hamlet is Mentaraman Hamlet. Developing this hamlet as a tourist hamlet because it has various potentials and is able to contribute to the government and society.

Pagelaran is one of the hamlets in Pagelaran Village, Pagelaran District, Malang Regency, East Java Province. Mentaraman Hamlet has a lot of potential as a tourist attraction. Mentaraman Hamlet has a history that can attract tourists, namely that Mentaraman Hamlet was founded through various native individuals from the Mataram area, namely followers of Prince Diponegoro who expanded their territory to Mentaraman Hamlet in Pagelaran Village. Mentaraman Hamlet also has natural potential, namely agricultural products, including rice, corn and sugar cane which are harvested for their own needs and even distributed to various regions. The unique potential of Mentaraman Hamlet is related to the arts and culture preserved in Mentaraman Hamlet, including karawitan, wayang (leather and torch), dance, ludruk, kentrung, cam-pursari, and ketoprak. The arts of Mentaraman Hamlet, especially musical music, are preserved through two studio centers, namely the "Lestari Budaya" and "Langgeng Irama" studios. The existence of this studio center brings about the presence of regeneration to

preserve arts and culture which can be seen through not only elder arts activists but also young arts activists taking part in preserving the arts and culture of Mentaraman Hamlet.

Pagelaran not only has natural, artistic and cultural potential but also potential in the products produced by the people of Mentaraman Hamlet. Products produced by the people of Mentaraman Hamlet include soy milk, sinom, tofu, tempeh, bread, and market snacks (gethuk, tiwol, tree crackers, and jemblem). The products produced by the people of Mentaraman Hamlet do not yet have labels or brands when producing and distributing them.

The potential of Pagelaran means that the hamlet can be developed as a tourist hamlet in Malang Regency. However, along with the great potential of Mentaraman Hamlet, there are various obstacles to branding it as a tourist village, namely the readiness of the hamlet institutions, the readiness of the hamlet community, constraints regarding facilities and infrastructure, facilities for tourists. Therefore, this re-search aims to be able to develop Mentaraman Hamlet as a tourist hamlet by determining various strategies for developing Mentaraman Hamlet as the best tourist hamlet that can be carried out by various stakeholders in order to make Mentaraman Hamlet a tourist hamlet that is profitable for the government and society. [5].

2 LITERATURE REVIEW

Tourism is a sector that has the potential for the development and welfare of the people of a region. The World Travel and Tourism Council (WTTC) (in Mulyanti, et al (2021)) states that tourism is a social, cultural and economic potential that creates the movement of an individual to a country or region for personal or business purposes. Fleuler (in Mulyanti, et al) also explains that tourism is a phenomenon that occurs today which is based on meeting the needs, health and changes in the climate of an individual.

Tourism is increasingly developing with the increase in tourists at a tourist destination. The Central Statistics Agency (BPS) states that tourists are every visitor who stays for at least 24 hours, and no more than 12 months in a place visited with the aim of visiting for holidays, business or personal purposes. Burkart and Medlik (in Sidqi, et al (2022)) state that tourists have several main characteristics, namely: (1) tourists are individuals who travel and stay at the destination, (2) the tourist destination is not a place to live and workplace, (3) tourists will return to their place of origin, (4) tourists travel not to look for a place to live.

The Malang Regency Government has set various steps to reduce poverty rates, one of which is through the development of a new tourist village in the 2023 LKjIIP. Parantika, et al (2020) define a tourism village as a rural area with various special and unique characteristics to become a tourist destination. Pasar Rakyat Indonesia (in Parantika, et al (2020)) defines a tourist village as a village that provides a rural atmosphere both in terms of socio-economic, socio-cultural, customs, daily life, has building architecture and village spatial structure. unique, or creative economic activities that

have the potential to become tourism, through attractions, accommodation, food, and minimum, as well as other facilities.

Rural can be declared as tourist villages because of various characteristics. Prastyo and Sagita (in Damayanti, et al (2023)) state that tourist villages have various elements, namely potential, distinctive arts and culture, strategic locations, and tourism workers to manage activities to support the implementation of tourist village development. Mul-yati, et al (2021) describe the requirements that a village must have to become a tourist village, including (1) There is good access for tourists so that it makes it easier to visit the tourist village, (2) The existence of various interesting destinations, including arts, nature, culture, education, religion, and others so that it becomes an attraction for a village, (3) There is support from the community and village officials, (4) There is security in the tourist village, (5) There are shops, networks and workers, (6) Tourist destinations are in environments that have other tourism potential and are known to the wider community. Likewise, a hamlet that will be developed as a Tourism Village must also meet the characteristics and requirements of a Rural Tourism.

The culture and arts of a region have great potential to introduce the region as a tourist destination. Kim, et al (2022) define culture as a pattern derived from beliefs, values and norms held by many individuals in an area. Not only culture, many regions in Indonesia have and preserve various arts. Art is a product of culture present in human civilization created by community groups (Irhandyaningsih, 2018). The culture and arts of a region must be preserved by every community in a region.

3 Method

This research uses a qualitative approach with the type of research used is an intrinsic case study. Intrinsic case studies are applied because this research aims to analyze in depth the object being studied. The aim of this research is to analyze the strategy for developing Mentaraman Hamlet as a tourist village that can be implemented by various parties, including the community, government and other parties. This research was conducted in Mentaraman Hamlet, Pagelaran Village, Pagelaran District, Malang Regency, East Java. Data collection in this research was carried out by means of interviews, observation and direct documentation of Mentaraman Hamlet. In this research, a literature review was also carried out to add to the literature related to the context of Tourism Village development strategies. This research had informants, namely the village head, hamlet head, two studio heads. The analytical method applied in this research is based on the Miles and Huberman analytical method.

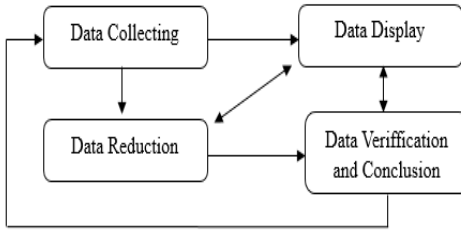


Fig 1. Miles and Huberman Adaptation

This research uses a case study approach to analyze intrinsic aspects in the development of the Pagelaran tourist village. This case study approach allows for in-depth investigation of concrete cases in the field, enabling a better understanding of the intrinsic aspects contained in the development of the Pagelaran tourist village. Data was collected through various techniques: Interviews were conducted with various stakeholders, including village residents, local stakeholders, tourism business owners and local government. This interview was used to understand their views and experiences regarding the development of tourist villages. Field observations were carried out to monitor activities and practices related to tourist villages. Observations were also carried out to measure the environmental and cultural impacts of this development. Document Analysis: Documents related to tourist village development, regulations and historical data were used to support this research. This document includes development plans, permit documents, and previous project reports.

4 Results and Discussion

Economic aspects of developing the potential of Pagelaran

Increased tourist visits to tourist rural will certainly have an impact on improving the economy of rural communities. The arrival of tourists to the location will be able to accelerate the emergence of one of the targets of tourism development, namely the provision of supporting facilities and facilities for tourists. Facilities to meet the needs of tourists are carried out by involving local communities as managers, in order to obtain economic benefits from activities in their area. Based on data obtained in several years, it is known that there is an increase in community economic activity as a result of the development of tourism activities

Overall, Pagelaran has great potential which is the attraction of Men-taraman Hamlet. However, the existing potential has not been maximally exposed to society at large. The people in Mentaraman Hamlet carry out activities related to art, culture, nature and even products tend to be produced independently by several people in the hamlet. However, if the potential possessed by the community in the hamlet is introduced together under the name Mentaraman Hamlet, it will be able to increase the attraction for tourists

to visit. Therefore, developing Mentaraman Hamlet as a tourist village in Malang Re-gency can increase tourist at-traction and have an impact on the lives of the people in Mentaraman Hamlet. Judit & Leo (in Leonandri & Rosmadi, (2018) state that tourist vil-lages can increase income for the community and government and provide a new at-mosphere. Mentaraman Hamlet can become a tourist village related to arts, culture, natural potential, even the products pro-duced by the community in Mentaraman Ham-let. Mentaraman Hamlet is one of the hamlets in Pagelaran Village, Pagelaran, Malang. Menta-raman Hamlet has many individuals in it who have the desire to pre-serve the arts and culture that have been passed down from generation to generation in the Men-taraman Hamlet community. This can be seen through the presence of two studios, namely the "Lestari Budaya" and "Langgeng Irama" studios. The two studios remain active with elder art activists and young art activists thereby creating regeneration to be able to preserve culture and art in Mentaraman Hamlet. Both studios focus on musical arts, but there are many arts that are present and preserved, including wayang (leather and torch), dance, ludruk, kentrung, campur-sari, and ketoprak. Not only art and cul-ture, but also the presence of natural potential that can be enjoyed by tourists who at-tend, namely agricultural products of rice, corn and sugar cane. Mentaraman Hamlet also has products produced by the community including soy milk, si-nom, bread, gethuk, tiwol, tree crackers, and jemblem. The develop-ment of Mentaraman Hamlet as a rural tourism was carried out through identification analysis of tourism components and SWOT Analysis to produce the best strategy for developing Mentaraman Hamlet as a rural Tourism.

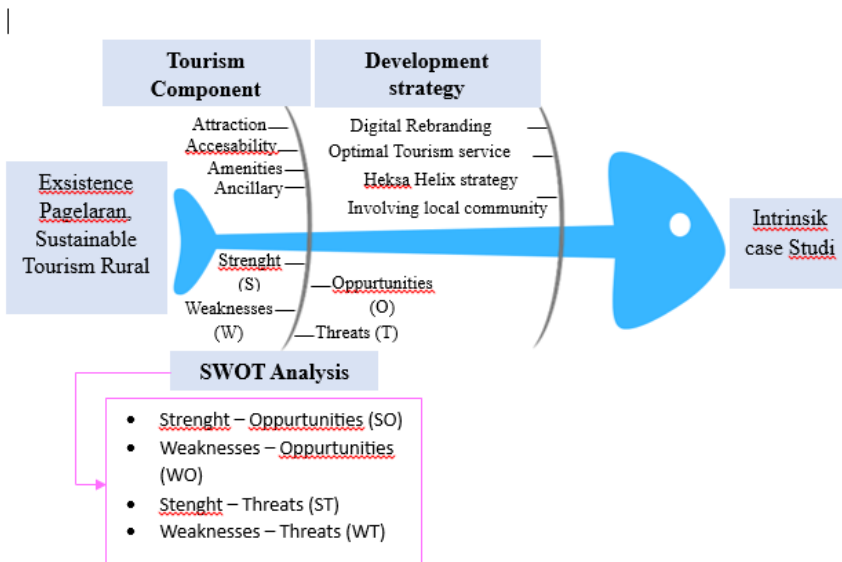


Fig 2. synthesis of this research (2023)

4.1 Identification of Tourism Components

Tourist destinations are certainly milestones in a region's tourism. Therefore, for an area to become a tourist destination, it must analyze its tourism potential through 4A analysis so that it will produce the best and superior tourist destination. Cooper (in Lewan, et al (2023)) states four components, namely 4A, which consists of attraction, accessibility, amenities, and ancillary. The results of the identification of the four components (4A) in Mentaraman Hamlet can be seen in the following table

Table 1. Identification of Tourism Components Source: Research Results, 2023

Components	Identification Results
<i>Attraction</i>	<ul style="list-style-type: none"> - There is a history of the founding of Mentaraman Hamlet - There is a musical attraction - There are puppet shows (light and leather puppets) - There are dance attractions - There are kentrung attractions - There are Ludruk attractions - There are campursari attractions - There is a ketoprak attraction - There is natural potential (planting and harvesting activities of rice, sugar cane and corn) - There are various objects inherited from generation to generation (gamelan and keris) - There are performances every time the studio rolls - There are beverage products, food and traditional community snacks - There is a culture that continues to operate in society - There are other tourist destinations near Mentaraman Hamlet
<i>Accessibility</i>	<ul style="list-style-type: none"> - There is adequate road access for tourists (the road is well paved) - Signs as directions are not yet available optimally - There is sufficient road access to the studio and other tourist destinations for tourists - There is a place of worship for Muslims - There are no public toilets available for tourists
<i>Amenities</i>	<ul style="list-style-type: none"> - There is no accommodation available for tourists - Food stalls and kiosks are not yet widely available for tourists - There is no tour guide available for tourists
<i>Ancillary</i>	<ul style="list-style-type: none"> - There is friendliness and kinship among the residents - There is no good organization or institution for tourism management - There are no good regulations related to tourism yet

Based on the analysis of the identification of tourism components above in Mentaraman Hamlet, it emerged that there are advantages possessed by Mentaraman Hamlet.

However, there are also problems faced by Mentaraman Hamlet. The problems experienced by Mentaraman Hamlet are related to facilities and infrastructure. Therefore, Manterman Hamlet needs to develop various efforts to develop its strengths and overcome existing problems in order to create the best tourist hamlet in Mentaraman Hamlet.

4.2 SWOT Analysis

Pagelaran can be developed into a tourist village. The development of Pagelaran into a rural tourist can provide benefits and advantages for the government and society. Therefore, in developing Pagelaran, a SWOT analysis needs to be carried out. S.W.O.T analysis is carried out to analyze conditions in the hamlet or internal factors, namely strengths and weaknesses. S.W.O.T analysis is also carried out to analyze conditions from outside the hamlet or external factors, namely opportunities and threats. The results of the SWOT analysis in Pagelaran can be seen in the following table:

Internal Factors

Table 2. Strength

Internal Factors (IFAS) Strength	
No	Strength
1	Mentaraman Hamlet has a history that can attract tourists
2	Mentaraman Hamlet has arts and culture that are maintained and preserved by the community
3	Has two art studios that remain active in maintaining and preserving art and culture
4	There is natural tourism potential (rice, sugar cane and corn)
5	There is good road access to Mentaraman Hamlet
6	There is a place of worship for Muslims
7	There is friendliness and a sense of community in the community
8	There is regeneration to preserve arts and culture
9	There is a Village Government plan for the development of Mentaraman Hamlet
10	There is community support for Mentaraman Hamlet as a tourist village
11	There are diverse and developing MSMEs in society

Table 3. Weakness

Internal factors (IFAS) weaknesses	
No	Weaknesses
1	Promotion of Mentaraman Hamlet has not been optimal
2	BUMDES have not yet run optimally
3	There is no supporting infrastructure available, such as accommodation, public toilets, parking, and so on
4	There has not been a formation of a tourist village management institution
5	There are no regulations from the village regarding the management of tourist villages

6	Village participation has not been optimal in developing arts and society
7	There is no branding for MSME products
8	There is no tour guide for tourists
9	There are difficulties in getting the younger generation to do art

External Factor

Table 4. Opportunities

External factors (EFAS) Opportunities	
No	Opportunities
1	There is collaboration between Mentaraman Hamlet and universities in developing it as a tourist village
2	There is a Malang Regency Government policy to increase the number of tourist villages/hamlets
3	There are developments in information technology to introduce Mentaraman Hamlet
4	There was a call for a performance from outside
5	There are differences in tourism potential around Mentaraman Hamlet

Table 5. Threat

External factors (EFAS) Threat	
No	Threat
1	The increasing use of technology for young people makes it difficult to do art
2	People's mindsets are changing regarding tourism
3	Transportation to the location uses private vehicles
4	Visitors are disappointed because there is no accommodation

4.3 Strategy For Development of Pagelaran as a rural Tourism

Based on identification and analysis of data in Pagelaran. So, what strategies can be implemented to achieve the characteristics of a Tourism so as to create a ready Tourism. The strategies that can be implemented by pagelaran stakeholders are related to branding or promotion, institutions, human resource capabilities, facilities, accessibility. Among others are:

1) Carry out digital-based Re-Branding of the Performance, through:

Creation and activation of social media for Mentaraman Hamlet Social media has been very important for individuals in recent years. Social media is even used every day by many individuals, not only to share individual activities, but is also useful for promotional activities for a tourist destination. Research by Rahmingtyas, et al (2021) shows that digital promotion makes it easier for the manager of a tourist village to introduce the tourist village through cyberspace. Indriastuti & Wahyuni (2022) stated

that social media, especially Instagram, is an effective and efficient shortcut for promoting a tourist attraction in the form of photos and videos. Mentaram Hamlet certainly requires the creation of social media. These social media are in the form of Instagram, Facebook, TikTok, YouTube, or even Twitter to widely introduce the potential that Mentaraman Hamlet has as a tourist village. The creation and activation of social media was carried out so that Mentaraman Hamlet could be widely known.

Making a Video Profile for Mentaraman Hamlet as a Tourism Village Branding as a Tourism Village requires introducing the village widely. Therefore, to attract tourists, it is necessary to introduce Mentaraman Hamlet through an attractive profile video. Saputra & Sihombing (in Huda, et al (2023)) state that a profile video is an audio-visual recording that contains the profile of an object. Huda, et al (2023) stated that profile videos are used with the aim of promoting a regional product or company. Making profile videos is used as a form of promotion that can be seen by the entire community via social media, including YouTube, Instagram, Facebook, TikTok and other social media. Profiling can also be used as capital to obtain funding from the government, especially as a tourist village. This strategy has been implemented in Mentaraman Hamlet in collaboration with the Faculty of Economics and Business, State University of Malang, which created a thorough video profile to introduce Mentaraman Hamlet and rebrand Mentaraman Hamlet as a Rural Tourism.

2) Turning the potential of Mentaraman Hamlet into a tourism package through optimal services.

Providing accommodation for tourists The Tourism Research and Development Center (in Sugandi, et al (2020)) states that a tourist village is a type of tourism that provides an opportunity for tourists or visitors to stay in a tourist village. Pusparani (2020) also states that a homestay is one of the tourism facilities with accommodation that is affordable and close to local culture and preserves the traditional architecture of the village. Accommodation in the form of a homestay is needed by tourist villages so that tourists can learn and practice the culture that is present and have interaction between tourists and the local community of a tourist village. Providing public toilets for tourists Tourism facilities need to be provided by tourist villages for tourists who visit tourist villages. The facilities that must be provided are important in the life of tourists. One of the facilities that a tourist village needs to provide is a public toilet.

Providing road signs and parking for tourists Tourist villages are expected to have many tourists visiting tourist villages. Therefore, signs or directions are needed to the tourist villages that tourists will visit. The signs or directions provided relate to directions to tourist villages, accommodation or homestays, studios and other tourist destinations. Apart from that, a tourist village is expected to provide parking space for tourists who have private vehicles. The parking lot needs to have security so that tourists can feel safe and comfortable.

Provide Booklets Tourist villages are expected to have many tourists visiting tourist villages. So, introducing Mentaraman Hamlet to tourists can be done by providing booklets. Booklets provided by Mentaraman Hamlet will be given to tourists when visiting the hamlet so that tourists can find out about the activities, potential and area of

Mentaraman Hamlet so that tourists can easily visit Mentaraman Hamlet. Improving the Internal Condition of Mentaraman Hamlet

Table 6. SWOT Analysis

	Strengths	Weakness
Opportunities	SO <ul style="list-style-type: none"> - Collaborating with various parties, namely the Malang government and universities in developing Pagelaran - Strengthening the re-branding of Mentaraman Hamlet as a digital rural tourist - Collaborating with other nearby hamlets to create tour packages- Carry out promotions through performances held outside the rural 	WO <ul style="list-style-type: none"> - Increasing promotion of Mentaraman hamlet as a tourist hamlet through various media - Increased use of BUMDes in Mentaraman Hamlet - Improved facilities and infrastructure to support the success of Mentaraman Hamlet Providing human resource training so they can manage tourist villages. - Branding the MSME products of the Mentaraman Hamlet community
Threats	ST <ul style="list-style-type: none"> - Introducing arts and culture to the younger generation to be interested in preserving arts and culture – - Collaborate with the government to provide accommodation in Mentaraman Hamlet Add cultural and artistic performance events that have been modified to increase attraction 	WT <ul style="list-style-type: none"> - Providing education to the younger generation so they can introduce cultural and artistic potential

5 Conclusion

Based on the results of research on Mentaraman Hamlet, it was found that Mentaraman Hamlet is one of the hamlets in Malang Regency which has various potentials, both cultural, artistic, natural and MSMEs. However, of course development is needed in Mentaraman Hamlet. The right strategy in developing Mentaraman Hamlet as a tourist village is through promotion and branding, institutional formation of Mentaraman Hamlet, increasing human resource capabilities, improving facilities, and increasing accessibility of Mentaraman Hamlet. The Mentaraman Hamlet development strategy is carried out by every stakeholder who has an important role in the Hamlet, namely the village government, hamlet government, community, and other parties who work together with the hamlet or in the Community-Based Tourism concept.

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