



The Development of Community-Based Edu-tourism in Pakintelan Urban Village, Gunungpati Subdistrict, Semarang City

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Abstract. There are so many new trends developed in tourism development efforts, both those initiated by the government and those built on the basis of social movements carried out by the community. One of the new trends in tourism development that is currently being pioneered and developed is EduTourism. An area that has the potential to be developed into Eduwisata is Pakintelan Village, Gunungpati District, Semarang. The area has a lot of natural potential that is prospective to be developed into EduTourism. The purpose of this research is to find out the potential that can be developed in Pakintelan Village in an effort to develop edu-tourism; The method in this research uses qualitative research methods, by taking primary and secondary data sources. Data collection tools and techniques include: 1) Interview; 2) Observation method; 3) Documentation method. Technical validity in this study using data triangulation technique. The results of the identification and mapping of tourism potential that supports the development of edu-tourism in Pakintelan Village can be described as follows; durian tourism, watu simbar durian tourism, cultural tourism, waterfall, kali garang island, outbound, pottery, fishing and edupertanian..

Keywords: Tourism Potential, Tourism Development, Educational Tourism.

1 Introduction

Nowadays, community-based tourism development has become a new trend among the people of Indonesia. If in the past the development of tourism objects was mostly carried out by the Government through the Tourism Office or investors, these conditions are now starting to change. Tourism development in the current era is mostly developed by the community itself. Communities in a participatory manner try to explore, design and develop the existing tourism potential to be managed and developed independently. This condition certainly deserves appreciation and needs to be supported by both local governments, investors and universities.

As a university with an international reputation and has a vision with a conservation outlook, Semarang State University does not remain silent seeing the growing trend in the community. in order to realize the development of the tri darma of higher education,

the Faculty of Social and Political Sciences, Semarang State University tries to seize this opportunity by providing assistance in the fostered / partner areas to explore and develop their potential which is expected to have an impact on the independence and social and economic welfare of the community.

Pakintelan Village is an area located in Gunung Pati sub-district, Semarang City. This area, which has a very beautiful natural potential, is located in the area of Semarang State University. As an area that has a hilly geographical contour, Pakintelan Village holds an interesting natural beauty to be developed into a new natural tourist destination in Semarang City.

This area has a lot of potential that, if developed, could have an impact on improving the socio-economy of the surrounding community. Geographically located in the foothills of Mount Ungaran, this village has very fertile land, agricultural commodities and plantations are the key to the economy of the Pakintelan community.

The agricultural and plantation commodities owned by Pakintelan Village include rice, avocado, mango, mangosteen, jackfruit, pineapple, papaya, banana, rambutan, petai and durian. One of the most famous plantation commodities in Pakintelan is durian, so it is not surprising that when the durian season arrives this area becomes a favorite destination for durian lovers. Durian fruit can be used as an icon of Pakintelan Village.

Another potential area that could be developed in Pakintelan Village is the upper reaches of the Garang River. This river has many uniquenesses if it is developed, namely that it has a beautiful cool view, and the water is very clear, which can be made for floating stalls, rafting and the development of other water tourism attractions.

In line with this, Semarang State University as the largest university in Central Java through its Tri Darma Perguruan Tinggi program is trying to participate in contributing ideas to the development process in Central Java in a sustainable manner. One of them is through a research program that raises the theme of education-based tourism villages. This program is very relevant to the identity of Semarang State University, which claims to be a conservation-minded university and one of the largest ex-LPTK universities in Central Java.

In an effort to support the UNNES Vision, the Faculty of Social and Political Sciences tries to conduct a study of the Potential and Development Strategy of Eduwisata Pakintelan Village, Gunung Pati District, Semarang City with the hope that it can be used as a vehicle for entertainment as well as educational tourism which will have an impact on the socio-economic welfare of the Pakintelan community.

2 Method

This research uses qualitative research methods. Qualitative research methods were chosen because in this study the data obtained were data in the form of descriptive data that did not use data in the form of numbers to explain the results of the study. The research method used in this research is adjusted to the main objectives of the research, namely to describe the Potential Identification and Eduwisata Development Strategy in Pakintelan Village, Gunungpati Sub-district.

3 Discussion

Pakintelan Village, is an area located in Gunung Pati sub-district, Semarang City. This area, which has a very beautiful natural potential, is located in the area of Semarang State University. As an area that has a hilly geographical contour, Pakintelan Village holds an exotic charm that can make one's eyes pop when they see it. This area has a lot of potential that, if developed, could have an impact on improving the socio-economy of the surrounding community. This urban village which is geographically located in the sub-hills of Mount Ungaran, has very fertile land, agricultural commodities and plantations are the key to the economy of the Pakintelan Community. The agricultural and plantation commodities owned by Pakintelan Village include rice, avocado, mango, mangosteen, jackfruit, pineapple, papaya, banana, rambutan, petai and durian. One of the most famous plantation commodities in Pakintelan is durian, so it is not surprising that when the durian season arrives this area becomes a favorite destination for durian lovers. Durian fruit can be used as an icon of Pakintelan Village. Another potential that can be developed in Pakintelan Village is the upstream of the Garang River, this river has many uniqueness, namely the water is very clear, the flow is quite swift and the view of the cliffs is beautiful and cool.

Since the Dutch era, Garang River has been used by Semarang residents as a clean water supply for the Semarang City PDAM, so it is not surprising that there are several Dutch heritage construction sites. Of the several Dutch heritage sites there is one interesting and unique thing. The site is called Ondo Rante, which is a staircase built from the top of the cliff to the riverbank. This staircase was used by PDAM officers during their era to monitor river water discharge. If Garang River is developed into a tourism destination, this site will certainly be a special attraction for tourists who like challenges. The various natural potentials owned and supported by the geographical location close to the Semarang State University (UNNES) Campus make this area very prospective to be developed into an educational tourism destination or popularly known as Eduwisata.

The choice of the term edu-tourism is certainly not without reason, this consideration is also based on the aspirations netted from the community. The data shows that the majority of local people want the development of an edu-tourism- based tourism destination.

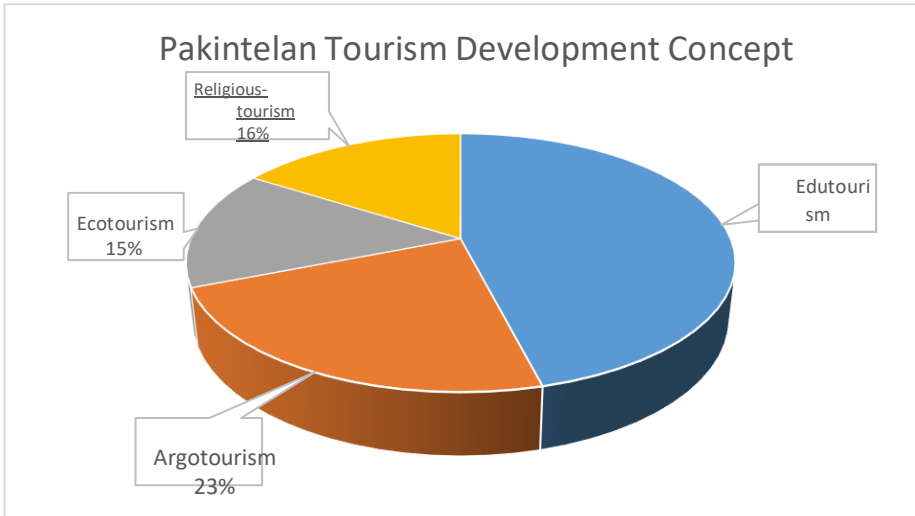


Figure 1.1 Tourism Development Concept of Pakintelan Village

The data above shows the aspirations of the people of Pakintelan Village who want to develop tourism with the concept of edu-tourism. 46% of respondents expressed the opinion that the potential is more appropriate if developed towards edu-tourism, 23% agro-tourism, 16% religious tourism, and 15% ecotourism. This selection is certainly based on the resources owned by Pakintelan Village.

Based on focus group discussion activities with the village and direct observation in the field, there is a lot of potential for Pakintelan Village which is very prospective to be developed into edu-tourism. The results of identifying and mapping the tourism potential of Pakintelan Village can be seen in the description below.

1. Durian Tourism

Although the Pakintelan area has a durian center in Watu Simbar and Pak Muhibin, it is still necessary to strive for a place or area specifically selling Durian near the platform and culinary center. Durian tourism will be built right around the platform area or in the soccer field area. Durian that will be served there is durian from various regions and with various varieties. In addition, it also makes it easier for visitors to enjoy Durian without having to leave some of the game areas around the Eduwisata place. Durian tourism can later be built in the form of small huts under Durian trees so that the natural atmosphere when enjoying Durian fruit will produce a very extraordinary sensation.

2. Watu Simbar Durian Tourism

Watu Simbar Durian Garden, located in Pakintelan Village, Gunungpati, Semarang, is a vacation spot as well as an educational place that is suitable for visiting with family. Gunungpati is famous as the center of durian in Semarang. Many residents in this area have durian gardens. The durian gardens have been around since 1989, but it is only in the last three years that the durian garden area has been developed into an agronomic tourism area.

3. Mr. Widodo's Cultural Tourism (Wayang/Dalang, Pranatacara, Gamelan, Folklore)

Not many young people are interested in shadow puppetry. Wayang kulit has been synonymous with the old generation, old-fashioned, and Javanese because the language of instruction is Javanese, which is no longer popular among the younger generation. To attract the younger generation, wayang kulit as a traditional art should be performed with a creative touch. Traditional arts must always follow the changes and demands of the times in order to continue to live and survive. Whether it is watched or not depends on how it is performed. If it cannot change, then an art form will die.

Modifications that make wayang kulit performances different from the usual can be an attraction in itself. For this reason, contemporary elements need to be included as part of the performance as long as they do not change the substance. "Starting from music, vocabulary, language, and the latest style of humor can be included,". Wayang kulit can be a fresh spectacle if packaged attractively. "The shadow puppet show does not have to be in Javanese and all night long, but can be presented in other ways so as not to make you sleepy. In addition, the number of shows such as soap operas and feature films is not a barrier for shadow puppets to be preserved. "Moreover, the messages conveyed by shadow puppet plays are more educational than soap operas and movies.

To attract the interest of the younger generation in shadow puppetry, it is necessary to initiate the concept of youth contemporary puppetry, as well as fostering child and teenage puppeteers. One of these efforts is the development of Eduwisata potential in the Pakintelan area through cooperation between the

Semarang City Culture, Tourism, Youth and Sports Office (DKPPO) with residents of the Pakintelan village and Mr. Widodo who lives on Jalan Krajan Raya, RW 3 as an elder who has mastered Javanese arts, especially Puppets / Puppeteers, Pranatacara, Gamelan, and Folklore.

4. Waterfall

Kaligarang River also has the potential for instagramable waterfalls, so it is very suitable if a selfie spot is made with a waterfall background. As we all know, the trend of the millennial generation today is to always want to capture moments with various interesting and unique backgrounds or places. So it is very appropriate if a selfie spot is built around the Kaligarang waterfall location. This is certainly an attraction for tourists (millennial generation) to come to Pakintelan Village and enjoy the beauty of the waterfall from the selfie spot. The obstacles in the construction of this selfie spot are land acquisition around the Kaligarang River and the very small water discharge of the Kaligarang River in the dry season. This condition is certainly a shortcoming that must be dealt with during the dry season.

5. Kali Garang Island

The delta at the confluence of the Kaligarang and Kasap Rivers forms a land mass like a small island. This spot will be interesting if given a touch of facility development, such as a bridge to the island and gazebos at several points on the small island.

6. Ondo Rante Heritage

Pakintelan Village has a cultural heritage site, which the local community calls Ondo Rante. The name comes from the Javanese language, where ondo means ladder and rante means chain. This name is indeed appropriate to the site, which is in the form of a staircase with stairs on its right and left sides. This chain is a tool to get up and down

the stairs. This tool is very necessary considering the condition of the stairs which are very steep on the side of the cliff.

The Ondo Rante site is currently in a poorly maintained condition, as it is left full of garbage and bushes. It appears in the picture on the left side, and what is even more sad is that the chain of up and down tools is currently no longer there because it was stolen by irresponsible people. The only remaining site is the peg where the chain was hooked.

This site requires certain handling so that it can be used as a cultural heritage site that is worthy of being an educational object. A replica of the chain is needed to replace the missing chain.

7. Outbound: Flying Fox, Tree House, Paint Ball, ATVs

The location around the field and river is also suitable if an outbound location is to be developed, such as flying fox, paint ball, ATV routes, and tree houses. This tourist spot is certainly very interesting for tourists who like challenges. This spot will also be equipped with game facilitators who will provide game guidance services for tourists who want to take part in game activities at tourist sites.

8. Pottery Craft

Pakintelan is one of the pottery-producing villages in Semarang, the center of pottery craftsmen in Pakintelan Village is located on Mr. Koesbiyono Tjondrobirowo highway. The existence of this pottery craftsman is one of the assets that can be made into Pakintelan village to become an educational tourism village. Tourists visiting Pakintelan can be taught how to make various kinds of pottery crafts. In addition, pottery products can also be made into a variety of souvenirs for tourists visiting Pakintelan Village.

9. Fishing

By utilizing the river flow of Kali Garang, the development of fishing is possible to be developed in Pakintelan. Fishing ponds can be made on the riverbank or by developing engineering techniques by utilizing river flow. The development of fishing by utilizing the Kali Garang river will add new attractions in the development of the Pakintelan educational tourism village.

10. Agricultural eco-tourism

Pakintelan area which is still dominated by agricultural land can be utilized to add new attractions in the development of Pakintelan Tourism Village. Tourists can be taught how to farm and grow crops starting from the planting process to the harvesting stage until ready for consumption based on local wisdom. Such as being invited or taught how to plow rice fields (nggaru) using buffalo, practice planting rice, harvesting using ani-ani, pounding rice (nutu) using pestle and mortar.

The data above is the data obtained by the author when taking data in the field. This condition is in line with research conducted by Agnes Tresia Silalahi and Rifqi Asy'ari, which explains that community-based tourism has the principle that the community is the main actor who carries it out and can be supported by the government. The benefits obtained must also be oriented to the community itself. In sustainable tourism, community development is divided into four ways, including processes, methods, programs, and community movements (Silalahi & Asy'ari, 2014). (Silalahi & Asy'ari, 2022).. Furthermore, Tian, B., Stoffelen, A., & Vanclay (2023) in their research stated that providing opportunities for participation and delegation of power to local communities in

tourism development can improve welfare and other social impacts. If there is an imbalance of local power between the empowering party (private/developer or government) and the empowered party (local community), it will affect the equitable distribution of results in tourism development.

The position of participation is needed in community-based tourism development. Community participation in this activity is the participation of Pakintelan Village community members in supporting tourism development activities whose indicators are measured from participation in planning, participation in implementation and participation in management. Active community involvement starting from the planning and development process will provide clarity and discourse on the direction of development and sustainable management.

Retrieved from Joo, D., Woosnam, K. M., Strzelecka, M., & Bol (2019) local community participation in the tourism development process is important to achieve more sustainable tourism development. Through this participation, the community can give and make decisions about development plans. This will create a sense of ownership and the community will support tourism activities, thus increasing the effectiveness of local community-based tourism development.

Local communities, especially indigenous people who live in tourist areas, are one of the key players in tourism, because they are the ones who will provide most of the attractions as well as determine the quality of tourism products. It is not uncommon for these local communities to have been involved in the management of tourism activities prior to any development and planning activities. Therefore, their role is mainly seen in the form of providing accommodation and guiding services and providing labor, besides that local communities usually also have traditions and local wisdom in maintaining tourism resources that are not owned by other tourism actors.

Based on the results of the review of the Potential and Development Strategy of Community-Based Edu-tourism in Pakintelan Village, it is hoped that it can be a consideration for policy makers in urban development programs. So that the Pakintelan area becomes a new tourist destination in Semarang City which can later be used as an entertainment vehicle as well as educational tourism that can have an impact on the socio-economic welfare of the surrounding community.

4 Conclusion

There needs to be a joint commitment and synergy (Government, Community and Private) to realize the development of natural potential in Pakintelan Village into a new destination for Edu-tourism-based tourism. Some of the potential that exists in Pakintelan Village needs to be managed and managed properly so that later it can have an impact on the welfare of the community around the tourist attraction.

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