

Development of Tourism Products In Sangiran Tourism Village, Krikilan Village, Kalijambe District, Sragen

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Abstract

Sangiran Tourism Village, or Krikilan Village, is one of the tourist villages with unique geology and is part of the Sangiran Cultural Conservation area designated as a UNESCO World Cultural Heritage. Therefore, tourism development in Sangiran Tourism Village should not be carried out arbitrarily, and planning is needed through the development of appropriate tourism products. This study uses descriptive and qualitative methods to determine the actual situation and phenomena. The results obtained from this study are the actual conditions of tourism products in the Sangiran Tourism Village, where tourism in the Sangiran Tourism Village currently only utilizes the actual attraction in the form of the Sangiran Ancient Human Museum. The potential possessed by the Sangiran Tourism Village is the natural potential of geological conditions, landscapes, and rural life that are still maintained. Some suggestions are using potential tourist attractions, preparing tour packages, and preparing a code of ethics for tourism development.

Keywords: *Tourism Product; Rural Tourism; Tourism Village*

INTRODUCTION

Rural tourism is a form of integration between attraction, accommodation, and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions. A tourist village has a unique attraction (which can be in the form of the physical uniqueness of the rural natural environment, as well as the socio-cultural life of the people) which is packaged naturally and attractively so that the attractiveness of the Village can drive tourist visits to the Village. The development of a tourist village can positively impact the community, including new jobs to reduce the unemployment rate in the Village.

A tourist village is a rural area that offers a whole atmosphere that reflects the authenticity of the countryside, both from socio-economic life, socio-culture, customs, and daily life. It has a distinctive building architecture and spatial structure, or unique economic activities and is attractive and has the potential to develop various components of tourism such as attractions, accommodation, food and drink, and other tourism needs (Hadiwijoyo, 2012). A tourist village is a concept considered a way to improve people's welfare.

According to UNWTO, rural tourism or rural tourism is a tourism activity where visitors/tourists have experiences related to nature tourism activities, agriculture, village life/culture, fishing, and enjoying the scenery. Meanwhile, rural tourism activities are located in non-urban (rural) areas with a low population density, the landscape/land being dominated by agriculture and

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forestry, and a traditional lifestyle. This is in line with (Lane, 2009), which states that the characteristics of rural tourism are located in rural areas, function in rural areas, having buildings and settlements on a small scale, relating to the local community, being located in small villages or towns, and display economic, environmental and historical relations.

The development of tourist villages has now become an alternative to local economic development that has been implemented in various regions. Krikilan Village, Sragen Regency, Central Java, a Sangiran Tourism Village, is part of the Sangiran Cultural Heritage area designated as a World Culture Heritage by UNESCO in 1996. The ancient human site in Krikilan Village is the largest ancient human site in the world. Researchers think that Sangiran is a significant, influential, and complete center of ancient human civilization in the world because it provides clues about the existence of humans, animals, and evolution that has taken place in the last 2.4 million years (Kompas.com, 2020).

Referring to (Inskeep, 1991), Sangiran Tourism Village has elements for tourism development. These elements include tourist attractions and activities, tourist markets, facilities and services, transport and other infrastructures, human resources, and organizational structures. However, Sangiran Tourism Village is still focused on the main tourist attraction, the Museum of Ancient Man, so many other potential attractions have not been published or known by many parties. In addition, the facilities provided by the management are still not optimal; there is no tourist information center yet, and food and beverage facilities have not been able to provide the characteristics of the Sangiran Tourism Village due to the available food and beverage facilities, namely food stalls selling packaged noodles and ready-made drinks. Serving can be found by tourists not only in the Sangiran area. So far, the tourists who come to Sangiran Tourism Village are still researchers and students conducting studies in the area. With the development of tourism products, it is hoped that it can expand the market and involve the role of the community in the Sangiran Tourism Village. Based on the background described, it is necessary to conduct further research on the topic "Development of Tourism Products in Sangiran Tourism Village."

LITERATURE REVIEW

Rural Tourism

Rural tourism is part of a niche market visit to a village with a unique and authentic natural environment and community culture to enjoy, know, learn, understand and participate in rural communities' daily activities (Frochot, 2005). According to UNWTO, rural tourism is a tourism activity where visitors/tourists have experience related to nature tourism activities, agriculture, village life/culture, fishing, and enjoying the scenery.

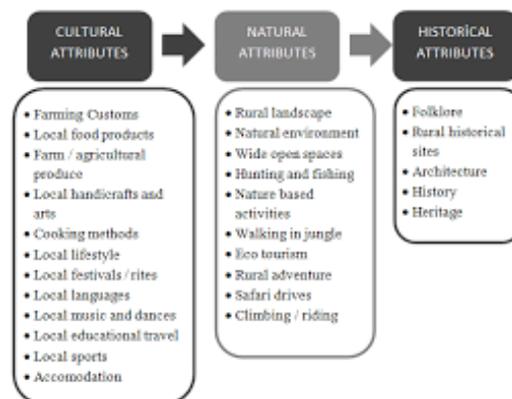


Figure 1. Classification of Rural Tourism Activities

Source: (Nair, et.al. 2015)

Rural tourism, according to (Aref and Gill, 2009), is a tourism product that gives visitors personalized contact, a taste of the physical and human environment of the countryside, and, as far as possible, allows them

to participate in the activities, traditions, and lifestyles of local people. Meanwhile, rural tourism activities are in non-rural areas with the following characteristics: low population density, landscape/land dominated by agriculture and forestry, and traditional lifestyle. This is in line with (Lane, 2009), which states that the characteristics of rural tourism are located in rural areas carrying out the functions of rural areas, having buildings and settlements on a small scale, relating to the local community, being located in small villages or towns, and display economic, environmental and historical relations.

Each country has its definition of rural tourism, but there are 3 (three) components that are used as a reference in assessing rural tourism, namely location characteristics, activities, and destinations of tourist visits. The following is the Classification of Rural Tourism Activities according to (Nair et al., 2015). A study (Nulty, 2004) provides a different perspective on rural tourism, consisting of several elements such as countryside, rural heritage, rural life, and rural activities.

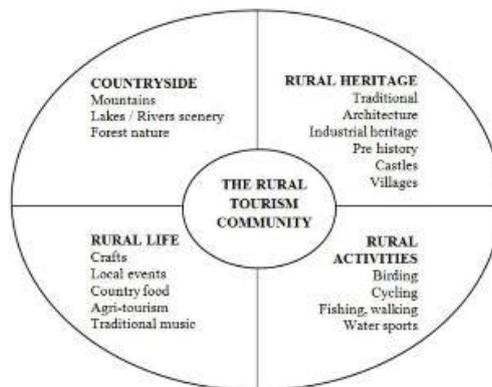


Figure 2. Rural Tourism Elements
Source: Nulty, 2004

Rural Tourism Product

(UNWTO, 2017) states that in the Asia and Pacific region, rural tourism products and services consist of various forms but are not limited to 1) Homestays; 2) Sales of Crafts; 3) Ethnic and cultural performances; 4) Festivals and Special Events; 5) Guided Village Tourism; 6) Educational Tour; 7) Team Building Activities; 8) Farm visits; 9) Indigenous peoples; 10) Natural Tourism Parks; 11) Adventure and ecotourism companies; 12) Cycling tour, and 13) Safari Park. Referring to (Knowd, 2001), Rural Tourism products consist of 3 components, namely: 1) Core product: Understood as a real experience desired by tourists when visiting rural areas, or referred to as the main factor why tourists want to visit; 2) Supporting Products: Components in auxiliary products that have added value to the tourist experience, such as services for tourists, participation in outdoor activities, arts and culture and exploring tourist routes; 3) Augmented Product: The augmented product component relates to how facilities in the form of public infrastructure can be made available in rural areas, while the involvement of the government or stakeholders is one of the factors in fulfilling this product. Rural tourism certainly appeals to people who enjoy nature holidays, including other specialized services such as accommodation, events, celebrations, gastronomy, outdoor recreation, and the production and sale of handicrafts (Kulcsar, 2009).

Tourism Product

Products in the tourism industry are called line products in the sense that they are used simultaneously (Yoeti, 2013). Tourism products are all tangible and intangible facilities or services provided for tourists to be felt or enjoy to create a series of trips that provide a good experience for tourists starting from leaving their residence to the destination and returning to their place of origin (Muljadi, 2009; Octaviany, 2016). According to (Muljadi, 2012), the dimensions of tourism products consist of tourist attractions, facilities and amenities,

and accessibility. A study (Zappiano, 2005) stated that tourism products could be understood as the primary needs behind one's holiday motivation. Tourism products built and packaged properly can stimulate tourists' passion for traveling, and tourists will know that their needs and desires will likely be fulfilled.

METHODS

The research method used is the qualitative descriptive method; according to (Nazir, 2011: 54), "The descriptive research method is a method in examining the status of human groups, an object, a condition, a system of thought, an event in the present. The research objective is to describe or explain accurately and systematically the facts of the phenomenon under study. According to (Sukmadinata, 2011: 73), qualitative descriptive research is intended to describe and describe phenomena that exist, either character natural or human engineering, which is more paying attention to the characteristics, quality, and interrelationships between activities.

In collecting data, this study conducted observations, documentation studies, and in-depth interviews to collect information from the Sangiran Tourism Village Manager and POKDARWIS as informants where informants were determined through snowball sampling techniques, and informants were considered figures who understood Sangiran Tourism Village, Krikilan Village. This approach provides an opportunity for direct interaction between interviewers and informants, thus helping researchers to obtain accurate and complete information. In addition, the researcher also made observations in the field regarding the current situation in the Sangiran Tourism Village and reviewed the literature, notes, and reports related to the research topic.

RESULT AND DISCUSSION

Tourist Attraction

Krikilan Village has a uniqueness that can be utilized as an actual and potential tourist attraction, including Manusia Purba Museum, located not far from the entrance to the Krikilan Village area, Sragen. The museum is a complete archaeological museum in the world and has a unique building design and depicts ancient life at the gate, and the museum is divided into several display rooms, meeting rooms, parking spaces, souvenir shops, food stalls, and a prayer room. Sangiran has five museum clusters: the Sangiran Museum Krikilan Cluster, Bukuran Cluster, Ngebung Cluster, Dayu Cluster, and Manyarejo Cluster. These museum clusters are located not far from one museum to another, and each has its uniqueness containing education on geology, archaeology, and biology. Among the five museum clusters, the Krikilan Cluster is the cluster with the most complete and most prominent collection.



Figure 3. Manusia Purba Museum
Source: Research Data, 2022

Apart from museums, rock layer sites interest researchers researching rocks or geology. Sites rock layers are located in several locations, where these rock layers are cliffs or river inlets formed from geological

processes. The soil/rock layer is a site for knowing the age or history of the area used as a research point for scientists and researchers.



Figure 4. Site of Rock Layers
Source: Research Data, 2022

The excavation site where artifacts, skulls, and bones of several ancient humans were found, such as *homo sapiens*, *homo erectus*, and others, has become a tourist attraction. This excavation site is a medium of education for tourists and visiting researchers.



Figure 5. The Excavation Site
Source: Research Data, 2022

In addition, there is also the presence of a salt spring in the middle of a community plantation, which is unique to Krikilan Village. The salt spring water discharge sources will decrease in the dry season and increase in the rainy season. This salt spring is quite interesting to understand the historical phenomenon of the Sangiran area, but there is no complete and adequate information about this spring.



Figure 6. Salt Spring
Source: Researcher Data, 2022

The landscape in the Krikilan Village area is still relatively good and is dominated by community plantations and rice fields. The village atmosphere in Krikilan Village is still felt, with several traditional Javanese houses

in good condition and the construction of houses spread out like in other villages. The people are friendly and still use the Javanese language in their daily conversations, adding to the village atmosphere. There are still many potential tourist attractions in Krikilan Village that can be developed, especially the potential of paleontology (a sub-sector of geology related to fossils). From an artistic standpoint, Sangiran Village has the Gamelan Renteng, the Gate Sukowati Dance, and the Bubak Kawah Dance.

Sangiran Tourism Village has the potential to develop innovative, economical products. The innovative economic products that the Sangiran Tourism Village has produced include stone crafts, agates, ancient axes, bamboo crafts, ancient human statues, ashtrays, and key chains. From culinary products, Sangiran Tourism Village has culinary delights: processed Bukur, Tiwul, Balung Kethek, Sego Kuning, Market Snacks, Gendar Pecel, Srintil Porridge, Sego Bancaan, and Ancient Coffee. Sangiran Tourism Village has local wisdom and cultural values that have the potential to be developed as a tourist attraction.

Based on the explanation above, it is known that the Sangiran Tourism Village has several tourist attractions that can be offered to visitors, but based on the results of interviews and observations, it is known that currently, the management of the tourist village is still focusing on the Early Man Museum. The tour packages offered are educational tour packages that include visits to ancient human museums and salt springs. Meanwhile, as previously explained, several places, such as rock layers and excavation sites, can be part of an educational tour package. Existing tour packages are half-day tour packages, one-day trip tour packages, and two-day and one-night tour packages that include education are still unavailable. In addition, the management does not yet have a choice of packages that offer culture in the Sangiran Tourism Village. However, the tourism village manager responded that they received tour packages according to visitor requests.

Amenities

Krikilan Village has several amenities that can support tourism activities, such as residents' homestays, which are often used for research teams and student activities, with clean conditions and meeting rooms. There is a Sangiran terminal, a stop for public transportation in Sangiran, and a parking area for visitors who bring private vehicles. Apart from that, there are also places of worship in mosques, village halls used for community activities, food stalls, grocery stalls, and souvenir shops selling handicrafts from the people of Krikilan Village in the form of handicrafts made of stone. This souvenir shop is usually a place for tourists to buy souvenirs typical of Sangiran. There is a viewing tower that is used to see the beauty of the Sangiran area, and inside the viewing tower, there is an information map of the Sangiran area, but the viewing tower's condition is poorly maintained. The tower of view complex has a parking lot and toilets. Then from the infrastructure side, it looks pretty adequate because the roads in the Sangiran Tourism Village Area are mostly asphalted.



Figure 7. Sangiran Homestay
Source: Research Data, 2022

During the observation, it was found that there were deficiencies in some of the existing amenities, including the unavailability of a tourist information center managed by the Sangiran Tourism Village Management, so when visitors who come want to ask for information on attractions, they are confused about where to ask and to whom. And then food and beverage facilities that did not yet offer a tourist village's typical food and drink. This is very unfortunate, considering there is culinary potential that can be introduced and

offered to visitors. Several souvenir shops in the Museum of Ancient Man area have not been conditioned due to the layout of the shops, which are not passed by the exit route for visitors from the museum. These things are most likely to occur because managers are still focused on things that have a direct impact on managers, for example, managing parking areas and transportation that can be felt directly. So currently, the development of other facilities has not become a priority.

Accessibility

Accessibility to Krikilan Village can be reached via a private vehicle via the Solo-Purwodadi Highway or the Trans Jateng BRT with the Tirtanadi Solo Terminal-Sangiran Tourism Terminal corridor. From the center of Solo City to the Sangiran Early Man Museum, a distance of about 19 km takes 40 minutes. The condition of Sangiran Early Man Museum is paved and cast concrete. Accessibility in the Sangiran area, the four museum clusters can be reached by private vehicle and can be reached quickly because the distance is not too far between one museum. The road passed is a village road in a state that has been paved and can be passed by two minibusses. So it can be concluded that the accessibility to Sangiran Tourism Village is quite good.

Stakeholders

The people in Krikilan Village, who are of working age, mostly work as farmers and farm laborers, construction workers, and factory workers, and many also migrate. After this Village was developed into a tourist attraction, the livelihoods or jobs of the people in Krikilan Village became more varied, including becoming home industry artisans, opening food and drink businesses, selling souvenirs, opening souvenir shops, and opening homestay businesses. Apart from that, there has also been quite good development in terms of community education in Krikilan Village after it became a tourist attraction, as many people started taking Diplomas to Bachelor level education.

Based on interviews and sources, tourism in Kerikilan Village involves several stakeholders, the government, and the community, as shown in Table 1.

Table 1. Stakeholders In Tourism Management of Sangiran

No.	Institution	Role
<i>Government Agency</i>		
1.	Sangiran Prehistoric Human Site Preservation Agency	Managing research, development, and preservation of sites in the Sangiran Area, including 4 clusters of the Early Man Museum
2.	Central Java Province Tourism Office	Provide viewing tower facilities
3.	Department of Youth, Tourism, and Sports of Sragen Regency	Facilitating community development and tourism development in the Sangiran area
4.	Bappeda of Sangiran Regency	Planning and developing regional infrastructure
5.	Village Government of Krikilan	Managing government in Krikilan Village
<i>Community</i>		
1.	Manager of Sangiran Tourism Village	Manage tourism activities in Sangiran Tourism Village
2.	Village Owned Enterprises (BUMDes)	Manage business activities in tourism villages (sub-terminals and transportation within the area)
3.	Cultural Ancient Tourism Awareness Group	Managing the empowerment of human resources in the field of tourism
4.	Homestay Manager	Manage the homestays
5.	Craftsman Community	Developing craft products
6.	Micro, Small, and Medium Enterprises Community	Manage Micro, Small, and Medium Enterprises activities, including creative products, culinary and souvenir shops/kiosks
7.	Groups of cultural activists and humanists	Develop and manage arts and cultural activities

No.	Institution	Role
8.	Communities involved in the excavation of the site	Involved in the excavation process of ancient sites and have knowledge of the excavation process and archaeological objects

Source: Research Data, 2022

After conducting interviews and observations, tourism management in Sangiran Tourism Village has not run optimally, especially in developing its potential and managing existing attractions and activities. Tourism Village Managers through Bumdes are limited to managing sub-terminals and transportation within the area, even though there is a lot of tourism potential that can be developed, including the main potential in the area, namely paleontology. Existing stakeholders, including the community, are still unconsolidated and have the same integrated vision, perception, and action in managing their tourism resources. Several tourist attractions have currently stopped operating (for example, Punden Tingkir) because they are still parties in the community are still not in line, besides there are several obstacles, such as the status of the area's land, development business capital, and limited understanding and capacity of the community to carry out development. The role of the government is currently still limited to coaching in the form of training, certification, and infrastructure provision. The development of tourism in the Sangiran area requires the coordination and involvement of many stakeholders, including universities, especially at the practical level related to potential development in more concrete forms such as the development of activity program packages, management, codes of ethics and others that lead to improving the welfare of village communities. This can be seen in the limited community participation in tourism development and management. Stakeholders in developing and developing tourism are expected to be mediators in resolving problems that occur within the Wonderful Sangiran Pokdarwis organization and are expected to be able to strengthen institutions or participation in tourism activities.

Currently, the Sangiran Tourism Village does not have written guidelines regarding visitor behavior in force in the Village. Currently, there is only an appeal to visitors regarding sites that are not allowed to be touched in the museum area. As for other attractions, there are no written appeals or guidelines regarding visitor behavior. In addition to the unavailability of guidelines related to visitor behavior, Sangiran Tourism Village does not yet have written appeals or guidelines regarding visitor safety.

Sapta Pesona's socialization to tourism awareness group (POKDARWIS) Sangiran Tourism Village has been carried out by the Sleman Regency Tourism Office. However, public awareness and concern regarding tourism in the Sangiran Tourism Village are still low, so Sapta Pesona in the Sangiran Tourism Village area has not been implemented optimally. A code of ethics is necessary for the Sangiran Tourism Village area because the Sangiran Tourism Village is a cultural heritage that needs to be preserved, so a code of ethics is needed for both the community and visitors.

CONCLUSION

In general, tourism potential/tourist attraction has not been utilized by the community, and this is due to a lack of understanding of the community in packaging the potential of the attraction they have. So far, the activities of tourists who come only visit the main Sangiran museum, and only a tiny number visit other attractions or museums. The limited information on sites of interest other than the Sangiran Early Man Museum is also a barrier for the community in developing the existing potential attractions. So far, the amenities in the area are adequate for visiting tourists, such as homestays, stalls, places of worship, and others, so tourists don't have to worry about their basic needs while in Krikilan Village. Accessibility to Sangiran Tourism Village is good enough because it can be reached using private and public transportation. With a relatively close distance from the city of Solo.

As a world cultural heritage protection area, the development of the Sangiran Area and Krikilan Village is limited by various policies; therefore, tourism development in the Village is directed at small to medium-scale development, especially for limited tourism activities. The program's packaging has not been carried out by the

community or POKDARWIS, resulting in limited tourist activities only in museums, and the benefits felt by the community are still limited. The management of tourism activities is dominated by the Provincial Government of Central Java and BPSMP (Agency for Preservation of Early Human Sites) Sangiran. Several suggestions can be made to develop tourism in Krikilan Village: First, utilization of existing attractive potential by development and arrangement so that it is neat and well maintained.

Second, the compilation of tourism activity package programs such as the museum visit package program (leading museums & other museums) explores the discovery sites and sources of salt springs, museums and found sites, the program visiting traditional houses, studying architecture, and building philosophy. Other programs that can be done include an agro activity program (grow crops and harvest), exploring the forest, trekking/cross-country programs with short, medium & long routes utilizing plantations, rice field bunds, and forests, and then program for processing or making souvenirs from Sangiran stone.

Third, the compilation of a code of ethics for implementing tourism activities for visitors/tourists, the public, and managers. This is necessary considering that the Sangiran area and Krikilan Village are world heritage protected areas, so tourism activities do not disturb local communities and do not damage existing natural resources and ancient sites. Fourth, enjoy and learn about local cuisine. It is necessary to prepare decent, clean, and well-organized traditional stalls that serve the culinary specialties of the local area.

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