

Planning of Rikrok Education Tourism Around Borobudur Area in Strengthening Rural Economic Competitiveness of Magelang Regency, Central Java

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Abstract: The Government as a facilitator of the development of creative cities in increasing creativity and welfare of the community. Magelang Regency and the area around Borobudur are the main destinations for foreign tourists visiting the Central Java region. Rikrok is one of the villages around the Borobudur area, is a unique tourism planning package and can be packaged into an educational tour package that is worth selling to domestic and foreign tourists. Data collection techniques are done through observation, documentation, and literature books. The results revealed that Rikrok has interesting educational potential to be visited by tourists, namely making pencils that are equipped with classical / modern art ornaments, key chains, batik pottery, batik cloth, and miniature Borobudur. The potential is then packaged into a tourism planning package in the form of products made in accordance with the goals expected by tourists to be fulfilled. Satisfaction will be obtained when fulfilling products that are in accordance with (1) tourist satisfaction, (2) product satisfaction of tourist expectations, (3) perceptions greater than expectations, (4) products provide new experience and knowledge, and (5) products fulfill desires and needs.

Keywords: educational tours; package planning; tourist areas

1. Introduction

The government encourages accelerated economic development in Central Java as well as a target to realize seven percent growth in Central Java. Borobudur Temple and around the Borobudur area have the most effective potential for economic growth in Central Java. The government program in realizing the ten main destinations of Indonesia that is worth visiting by foreign tourists one of which is the Borobudur Temple. Borobudur Temple is a world cultural heritage that has been established by UNESCO. The government secures two million foreign tourists to Borobudur with a projected foreign exchange of two million billion US dollars will be realized in 2019.

The development of tourism products that are directed at the creation of alternative tourism products is expected to encourage sustainable tourism through the concept of planning to involve the public in packing worthy tour packages that are of interest to domestic and foreign tourists besides visiting the Borobudur Temple.

The program that is designed for increases tourist visits to one type of tour product, namely Borobudur, but it is necessary to design product packaging that displays beautiful people's life patterns both daily livelihood activities, natural conditions, services, historical tourism, culture and unique and villages exotic experiences. Thus the development of tourism products needs to be done creatively in order to highlight the characteristics or characteristics of the area.

Wanureja Village is one of the villages around the Borobudur area that has a unique educational tourism potential. The tour packages found at Wanurejo are wooden crafts center (Rikrok). Rikrok is famous for its handicraft centers and bamboo carving galleries. This "Thousand Wulung" bamboo carving craft has broken the MURI (Indonesian Record Museum) classification for the largest miniature category of Borobudur Temple made from bamboo. The location of Rikrok, which is close to Borobudur, is a tourism planning package that can be fulfilled by packages worthy of domestic and foreign tourists.

2. Methods

This study, researchers used a descriptive research method. Descriptive research is a method of research carried out with the primary purpose of making a picture or to identify systematically, actual, and accurately about the facts contained in the field.

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The collection technique is done through observation, documentation and literature books. In qualitative research, observation is understood as direct observation of an object, to find out its truth, situation, condition, context, and meaning in an effort to collect research data (Satori, Djam'an; Komariah, 2013).

Based on this method, the researcher will describe how the educational potential that can be found in Rikrok, how the RikRok planning education plan, Eligible or not Rikrok as an educational tour visited in Borobudur.

Tourism development becomes an important choice for a country or region because of the multiplication caused by tourism activities. The main impact is characterized by opening up employment opportunities, stimulating investment so that tourism products, both goods and various services develop so tourism continues to develop (Marpaung, 2002).

According to Nuriata (2011) tour packages can be categorized as systems. Namely an order consisting of several elements making up the order, each of the elements of the arrangement were related to one another. The system consists of tourists, tourist attractions, tourist facilities and time.

Education tourism or edutourism is a program where tourists visit a tourist location with the aim of gaining a direct learning experience at the tourist attraction (Bodger, 1998).

Destination managers have an important role in designing tourist attractions as a result of initiative and creativity, as an important element in tourism product development strategies (Daft; L, 2007).

The actors involved in the tourism market are very diverse. Although their roles are different each other, but absolutely must be taken into account in tourism planning which consists of tourists, the tourism industry, tourism service supporters, the government, local communities and Non-Governmental Organizations (NGOs) (Damanik, Janianton; Weber, 2006).

The whole point of planning is thinking now for future action. How big is the importance of planning a tourism according to Suyitno (2001) can be observed from its benefits, among others: as a guide for organizing tourism; as a means of predicting the possibility of unexpected things as well as alternative solutions; as a means to direct the organization of tourism so that it can achieve its objectives, namely to realize tourism effectively and efficiently; and as a measure of the level of tourism success as an effort to supervise or evaluate in order to provide feedback for the implementation of further information (Suyitno, 2001).

Therefore, planning takes into account preparation, but it is a process of activities that is continuously carried out and describes the activities to the achievement of objectives. Planning can even be made as a necessary evaluation tool that can be used for input for planning further activities.

The function of the marketing department according to (Choudhary, Boori, & Kupriyanov, 2018) is to manage the interface between organizations and the environment. In the context of the tourism sector this has traditionally been directed to manage the sales function. When the function of the marketing department is described as follows:

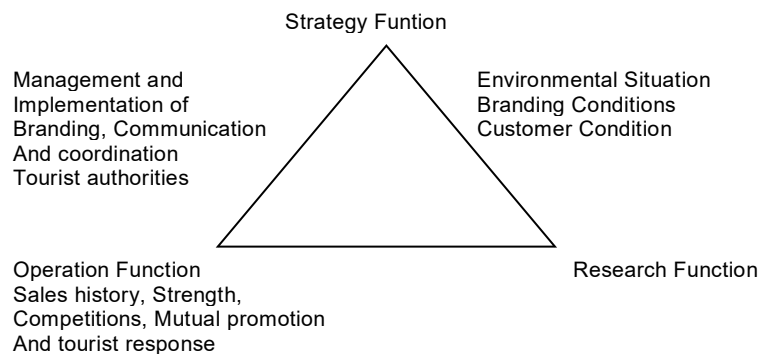


Figure 1. Three Function of the Destination Marketing Department

Picture 1 shows the three main areas of functional activity in the marketing section

1. Strategic Functions

The marketing department has been incorporated into the strategic direction of the organization. The marketing department provides research on the external environment in identifying new market opportunities, product development and service innovation. The marketing function also directs strategic decision making at the organizational level in terms of branding and conducting research on broader consumer development.

2. Operation Function

The marketing department takes direct control over the management of sales, planning, and forecasting requests for services, as well as the control of operations and management of human resources. The marketing function is also responsible for brand management strategies, and implementation of marketing plans. At a critical level, the marketing department is formed as a creative team and marketing communication agency to be able to deliver marketing and promotional materials properly and correctly. The department is also tasked with controlling the budget and scheduling marketing activities during the activity cycle and coordinating communication with all stakeholders in the organization's ministries.

3. Research Function

Much of the work of the marketing department depends on the results of marketing research. Research incorporated strategic and tactical functions. Some research tasks are carried out by market research by market research agencies armed with specific knowledge about the market or access to a consumer database. Likewise, brand reviews are often carried out by external research and consultants. The marketing department collects and analyzes sales and research data with customer satisfaction.

Planning tour packages in the form of products that are made according to the objectives expected tourists will feel satisfied. According to (Nuriata, 2014) Satisfaction will be obtained if it meets the product in accordance with (1) tourist tastes, (2) products meet tourist expectations, (3) perceptions are greater than expectations, (4) products provide new experience and knowledge, and (5) the product meets your wants and needs.

3. Result and Discussion

3.1 Rikrok Education Potential

Rikrok is a handicraft gallery made of wood raw materials, located in the Tingal Kulon sub-village of Wanarejo village. About one kilometer east of Borobudur Temple. Precisely on the street Umbul Tirto No. 1 Tingal, Wanurejo, Borobudur, Magelang. The name Rikrok is taken from the nomatipe (imitation of a sound) of frog animals. The choice of name is supported by the frog philosophy which is often heard looks tunable. Rikrok has produced 70 wood craft items from environmentally friendly waste. Based on research for the educational potential of Rikrok as the main attraction that encourages tourists to visit tourist attractions. The strength of this attraction lies in the creativity offered by the tour manager. The types of attractions and activities of Rikrok provide an opportunity for Wisatawan to be more active in the location of tourist attractions, including:

1. Decorate Rikrok Pencils

Pensil Rikrok adalah pensil gaul berhiaskan ornamen kesenian boneka klasik maupun modern. Wisatawan akan membuat kreasi pensil Rikrok sekitar 20 menit/tergantung kreatifitas wisatawan. Bahan dan alat disiapkan oleh pengelola. Hasil buatan wisatawan, akan di bawa pulang gratis sebagai oleh-oleh khas Desa Wanurejo.



Figure 2. (a) Rikrok Pencils; (b) make pencil creation; (c) Creation Pencil

2. Making Pottery

Tourists make pottery from clay. Although it looks simple shaped like a stupa, or cigarette ashtray. Exactly needed a special technique to produce creations in order to get good and good results. Pottery is traditionally burned by being buried in dried bamboo leaves. If the product is in large quantities and does not allow tourists to bring, the manager will send to the tourist address. This is to foster a sense of tourist satisfaction.



Figure 3. (a) Making Pottery; (b) Pottery Design

3. Painting the Mask of Rama and Shinta
Using fluids from the night with the help of canting is an exciting activity while using local culture. Mask is made of wood, initially given a pattern or motif using a pencil. Like batik on the fabric, after that the mask is colored as desired. Staining is done by using paints and brushes. Then the mask that has been colored is left to dry in the sun.
4. Rikrok Education Package

Tabel 1: Rikrok Tour Packages

<p>Education Tour Package</p> <ul style="list-style-type: none"> • Make a pencil @IDR 10.000 • Make a key chain @IDR 10.000 • Make Batik @ IDR 25.000 • Make Renginan @ IDR 15.000 	<p>Outbond</p> <ul style="list-style-type: none"> • Playing fish @ IDR 15.000 • Traditional Games @IDR 10.000 • Game @ IDR 50.000
<p>View Of Tourism Village</p> <ul style="list-style-type: none"> • Visit by Onthel @ IDR 35.000 • Includes guide + mineral water • min 10 pax 	<p>Biaya Tambahan</p> <ul style="list-style-type: none"> • Traditional snacks @IDR 5.000-15.000 • Lunch @ IDR 25.000 • For a workshop and place Interviewees IDR 500.000 2 hours duration • Andong IDR 250.000/andong max 4 pax

3.2 The Function of the Marketing Department

3.2.1 Strategic Function

The government plans to develop the tourist area of Borobudur Temple in Magelang Regency which is a 10 Tourism Destination tourist destination. The Strategic Plan has the potential to promise a number of assistance needed by the Central Java Provincial Government (Pemprov). Thus, the results of a strategic plan marketing research, the government focused on the external environment in identifying new market opportunities in the Borobudur region for product development and service innovation. The village of Wanurejo around Borobudur is a strategic branding decision making in strengthening the competitiveness of Kab. Magelang, Central Java, towards the development of wider tourist visits. Tourists visiting Borobudur only get an impact (profit) from the entrance ticket, but if Rikrok's educational tourism planning is linked to every person who visits Borobudur then goes to Rikrok, Wanurejo village, then this strategic plan will double the government revenue. The Rikrok package which provides educational tourism services to make pencils, make batik, make pottery, etc. and the existence of a product gallery, makes tourists spend their money for longer tourist satisfaction on tourist attractions, especially Rikrok in Wanurejo village, Central Java.



Figure 4. (a) in Rikrok; (b) Tourist Mancanegara in Galery; (c) Domestic Tourist (Governor of Central Java:Ganjar Pranowo) been to Gallery Rikrok

3.2.2 Operation Function

According to Gundlach & Wilkie (2009), the notion of marketing can be described in the following definitions: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large".

This definition, it can be concluded, that marketing is an activity, both activities carried out by organizations and by individuals operated through institutions or institutions that are either profit-oriented (factories, wholesalers, retailers, consultants, etc.) or not-for-profit (social institutions, public etc.) as well as processes for creating, communicating, delivering and exchanging all offers that have value to customers (end customers or business customers), clients (nonprofit customers), partners, and by providing profits and remain responsible to the community extensively.

The government, managers and various parties that play an important role in profit-oriented marketing activities towards Borobudur tourist attractions and around the Borobudur area, it is necessary to communicate, deliver and make offers to marketing tourists in the village of Wanurejo to be part of the planning of educational tourism packages for special interest tourism packages after Borobudur. This will benefit the economy of the surrounding community in strengthening the rural competitiveness of Kab. Magelang, Central Java.

The government and several organizational stakeholders have direct control over sales management, planning, service requests, operational control and human resource management. So, the government needs to form a creative team in marketing the Borobudur-Rikrok Wanurejo product properly.

Based on market research, that tourists visiting Borobudur are tourists who come through Yogyakarta and even tourists will stay longer in the city. Therefore, to take the market opportunity. Strategic and tactical functions for the research results, tourists visiting Borobudur are promoted by various parties to Rikrok Wanurejo to capture market opportunities for long periods in Magelang, Central Java. After that the marketing Creative Team must collect and analyze sales data on tourist responses, strengths, competitors, and reciprocal promotions visiting Borobudur-Wanurejo as an alternative to maintaining tourist satisfaction with tourist attractions in Central Java.

3.3 Tour Package Planning

3.3.1 Tourist Tastes

Based on the research results of current tourism trends, tourist tastes can be seen from the character of tourists visiting tourist attractions. Average millennial tourists are those who like to look for new experiences, including adventure adventures and road trips. Planning a package sought, the product meets the expectations of tourists. Borobudur planning activities linking with the village of Wanurejo Magelang especially Rikrok part of the formulation phase determine the strategy of higher tourist tastes that is in addition to enjoying world cultural heritage tourism also enjoy the creation of unique products offered to tourists.

3.3.2 Perceptions are greater than expectations

This analysis needs to determine the position of perception with the expectations of tourists towards the destination component Rikrok Wanurejo Magelang. Then it is necessary to calculate first the satisfaction / performance and expectations / expectations of tourists to the quality of the tourist attraction component of Rikrok Wanurejo, then assess the average satisfaction of tourist expectations

The results of the study, that the perception of tourists towards Rikrok is greater than expectations. The government needs to coordinate with various parties to establish cooperation in the Borobudur product package program, a mandatory visit to the educational tour of Rikrok Wanurejo Magelang, Central Java.

3.3.3 Product Provide New Experience and Knowledge

Products are oriented to the desires and needs of tourists, and providing the best service is not only the responsibility of marketers and stakeholders, but is the responsibility of every businessperson. Therefore, businesses must often refreshment training related to product knowledge and service understanding, the aim is knowing knowledge and providing services to customers. By increasing knowledge and understanding of the meaning of service, service is expected to increase. This has an effect in increasing the profitability of the business being run.

4. Conclusion

Rikrok Education Tourism Planning around the Borobudur area linking tour packages with Borobudur can be a strengthening of rural competitiveness of Kab. Magelang, Central Java. Planning is done by analyzing the function function, operation function, research function to meet the expectations of tourists. These activities require support from the government and various interests in order to achieve community economic improvement and Central Java government income.

5. Recommendation

Based on these conclusions the following recommendations were formulated: Rikrok educational tourism planners around Borobudur namely products seen with the objectives expected by tourists to satisfy the product in accordance with (1) tourist tastes, (2) products meet tourist expectations, (3) greater perception from expectations, (4) the product provides new experience and knowledge, and (5) the product fulfills wants and needs.

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