

Collaboration between Inter Stakeholders in Herbal Education Development in Oro-Oro Ombo Village of Batu City

Arfan Fahmi¹, Windiani², M. Nurif³, M. Syaifullah⁴, Umi Trisyanti⁵, Arwi Yudhi⁶, M. Yusuf⁷

^{1,2,3,4,5}Development Studies, Institut Teknologi Sepuluh Nopember, Surabaya, 60111

^{5,6,7}Urban and Regional Planning, Institut Teknologi Sepuluh Nopember, Surabaya, 60111

Received: Click or tap to enter a date.

Reviewed: Click or tap to enter a date.

Published: Click or tap to enter a date.

Copyright ©2020 by the author (et al) and Indonesian Journal of Development Studies (IJDS)

*This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Subject Area :

Abstract

This article describes a development model for Herbal Education in Oro-Oro Ombo Village, Batu City, Batu District as a result of community service activities carried out by the ITS Center for Public Policy and Industrial Business Studies with the Batu City Government. This community service activity aims to develop local potential based on environmentally friendly and sustainable technology. The method in developing this educational tour uses a collaborative participatory approach. The strategy pursued in the Herbal Education Development involves stakeholders, including: Batu City Government; Perhutani; Oro-Oro Ombo Village Administration; Batu City Agricultural Service; LMDH; Villagers; ITS student KKN team and Abdimas Team from PUSKAJI-PKBI-ITS. Based on the analysis and approach carried out, it shows that the development of Herbal Education has the potential to be developed into new attractive and prospective tourist destinations because 1. There is positive acceptance and response from the main stakeholders, namely the village government and local communities; 2. There is goodwill and full support from the Batu City Government which is manifested in the form of an MOU with PUSKAJI PKBI ITS to develop Herbal Education. 3. It has physical capital, namely attractive natural topography and integrated West Ring Road access with tourist destinations in Batu City. In addition to improving the welfare of the surrounding community and increasing local income, the development of Herbal Education is expected to be able to raise biodiversity in Indonesia and be able to educate foreign tourists and domestic tourists.

Keywords: Development, Collaboration, Education, Herbal,

1. Introduction

Tourism development is an effort and strategy developed by various countries not only to increase foreign exchange earnings, but further from tourism development to boost local revenue. In the context of Indonesia, the development of tourism is growing rapidly in line with the implementation of the regional

autonomy system regulated in the Law on Regional Government No. 32 of 2004 which has been amended in Law No. 23 of 2014. The regional autonomy system gives authority and flexibility to regions to regulate and develop potential that is owned in the framework of the Republic of Indonesia. Tourism can also be seen as a new model industry that can promote

economic growth, open up job opportunities, income, standard of living, and encourage the growth of local economies such as culinary, souvenir business, transportation and lodging. Tourism development basically aims to improve community welfare and develop local potential. Referring to Spillane (2013) tourism as a service industry is classified as an industry that plays an important role in setting policies regarding job opportunities. Why is tourism often the choice of many countries to be developed optimally? Tourism is land and a potential source of income that can boost state revenue and local revenue. However, tourism management needs accuracy, professionalism and prudent principles because it is vulnerable to various social and political changes that occur in society, local government, national and global socio-political dynamics.

Tourism development has a strategic role in improving people's welfare and for the achievement of regional government development. In the context of the research and community service undertaken, it is important to trace the development of Batu City and its implications for the community and local government. Based on data in the 2016-2022 Batu City RPJMD, the rate of regional economic growth and per capita income is at an average of 6.95 percent, the GRDP figure has also increased. In addition, the investment value continued to increase in 2016 reaching almost Rp. 1.885 trillion or an increase of 13.8% over the previous year. Likewise, the per capita PDRB per year reached 5.3 million per month in

2016 (RPJMD Kota Batu 2016-2022). Of the PDRB revenue, the largest contribution came from the trade, hotels and restaurants sector. This indicates that tourism is a key sector in the development of the Batu City area.

Tourism development in its implementation requires the involvement of various stakeholders ranging from local governments, communities, universities and the private sector. The involvement of higher education institutions, in this context, can be realized through research activities and community service. Through research and community service programs, it is hoped that it can develop local potential, increase community involvement and community self-help as well as local governments to develop tourist areas in accordance with the regional vision and mission, especially Batu City. For this reason, research and community service activities carried out by the Abdimas Team for the Center for Public Policy and Industrial Business Studies (PK2BI) - ITS seek to explore the tourism potential of Oro Oro Ombo Village and collaborate with the local government of Batu City in the development of Herbal Education.

2. Tourism Village Development Approach: Literature Review

The approach to tourism development refers to previous studies that have been developed by UNDP and adopted by researchers in the development of tourism villages in Indonesia. This approach includes a market

approach (market) and a physical approach. The market approach in developing a Tourism Village includes; (a) Indirect interaction, namely a development model in a way that the village benefits without direct interaction with tourists. (b) Half-direct interaction with the one day trip model. (c) Direct interaction of tourists with the accommodation system provided by the village. The market approach needs to be supported, among others; tourist attractions; mileage; Village area; religious system and community culture and the availability of infrastructure. Meanwhile, the physical approach is a general solution in developing a village through the tourism sector by using specific standards in controlling development and implementing conservation activities (JURNAL NEO-BIS Volume 11, No.2, December 2017: 143).

Sukmaratri (2016) in his study of determining factors for the competitiveness of Batu City as a tourist destination, has identified five factors that determine the competitiveness of Batu City tourist destinations, namely (1) Natural Factors, (2) Artificial Tourism, (3) Diversity of Tourism Activities, (4) Human Resources (HR) Quality Development, and (5) Environmental Management (JURNAL TEKNO GLOBAL VOLUME 5 NO.1 DECEMBER 2016).

Further tourism development requires supporting requirements and facilities such as; good accessibility, easy to visit by tourists using transportation modes, has interesting objects such as natural scenery, cultural arts, legends,

local food. Another important factor is that the community and village officials receive and provide full support for tourism development in their area. In addition, guarantees for the safety and comfort of tourists, the availability of accommodation, telecommunications and labor are essential for tourism development.

Joko Utomo & Bondan Satriawan (2017) in their writing on the development of a tourism village in Karangploso District, Malang Regency, identified the criteria for a village to be developed into a tourist village. The village must have: a. Product potential and attractiveness; b. Human resource capacity; c. Strong motivation from the community; d. Adequate facilities and infrastructure; e. Supporting facilities for tourism activities; f. Local institutions that regulate tourism activities; and g. Availability of land / area that is possible to be developed into a tourist destination (JURNAL NEO-BIS Volume 11, No.2, December 2017: 141-142). Referring to the criteria for developing a tourism village, the Oro Oro Ombo village, Batu, Batu City has the potential to be developed into a tourist village.

3. General Description of the Study Area

Batu City is one of the cities in East Java province with an administrative area covering three districts, namely Batu, Junrejo, and Bumiaji Districts. Batu City is bordered by Malang City, Malang Regency and Blitar Regency. The total area of Batu City reaches

19,908.7 Ha (Bappeda of East Java Province, 2019).

In the perspective of tourism development, Batu City has natural potential which is the main attraction of local and foreign tourists so that it becomes a destination for resting place. The natural beauty of Batu City has been known since the Dutch colonial era, earning it the nickname "De Klein Switzerland" or the little Switzerland on the island of Java. Along with the times, tourism development in Batu City is no longer based only on natural potential, but also developed artificial and cultural tourism. Until now, Batu City has 41 tourist objects in the form of 14 natural attractions, 19 man-made tourist objects, and 10 cultural tourism objects spread across three sub-districts of Kota Batu (JURNAL TEKNO GLOBAL Volume 5 No.1 December 2016).

As an area with good natural capital, Batu City has the potential as a promising tourist destination. The potential as a tourism destination is increasingly promising along with the Batu City government plan to integrate tourism development in various sub-districts and villages in Batu City, starting from the development of West Ring Road (Jalinbar) infrastructure, developing local potential based on superior products such as fresh milk. and Apple and several rest area points. The development of tourism in Batu City with various interesting tourist activities has become a determining factor to boost tourism competitiveness and its development in Batu

City with other cities around the East Java region. The variety of tourist activities that can be enjoyed and carried out is an attraction for tourists to visit Batu City.

Referring to the results of research by Sukmaratri (2016) which compared the diversity of tourism activities in Malang City and Malang Regency, Batu City has a higher diversity value. Tourists in Batu City can visit several tourist objects at the same time. The artificial tourism management model that has been developed is also offered as superior tourism (Jatim Park I, Ecogreen Park, Batu Night Spectacular, Museum of Transportation, Sreet Zoo, Kampoeng Kids, Batu Wonderland Water Resort, and others). This artificial tourism development is also equipped with various tourist attractions and various games. So that tourists from various circles get satisfaction and don't get bored quickly. Coupled with easy access between tourist objects, locations between adjacent tourist objects, professional management and joint management patterns, making it easier for tourists to be able to enjoy tourist destinations in Batu City at a more efficient cost.

4. Development of Herbal Education in Oro-Oro Ombo Village

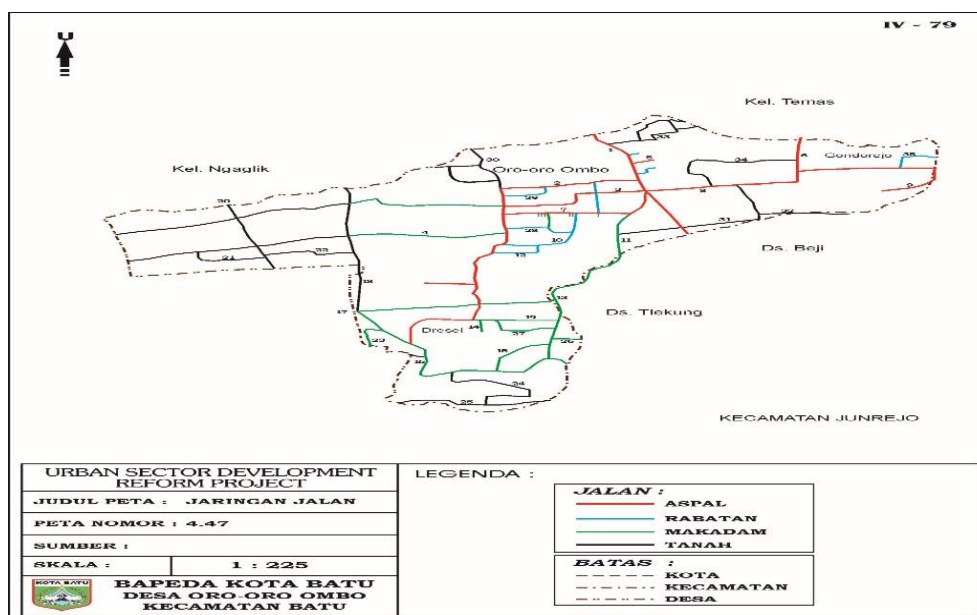
The rapid development of tourism in the Batu City area has inspired and encouraged various regions (sub-districts) to develop their local potential. Oro oro Ombo village is one of the villages located in Batu City District with an

altitude of 850 to 970 meters above sea level, with an average annual rainfall between 2000 to 3000 mm. Wet months have an average of 7 months and dry months have an average of 5 months, and the average temperature is between 240 C - 260 C. Geographically, the Oro oro Ombo area is located at the foot of the slopes of Mount Panderman with beautiful panoramas with very cool temperatures, so that potential to be developed and become a special attraction for tourists.

From the regional aspect, Oro oro Ombo Village consists of 3 (three) Hamlet(dusun) areas, among others; (1) Dresel Hamlet; (2) Krajan Hamlet and (3) Gondorejo Hamlet. As for the division of work areas in government administration, Oro Oro Ombo Village is divided into 3 (three) working areas, each of which is headed by a Hamlet / Kamituwo Head (Profile of Oro-Oro Ombo Village, 2020)

Figure 1.

Map of the Oro Oro Ombo Village in 2019.



Meanwhile, the borders of Oro Oro Ombo Village are to the north by Teras and Sisir Villages, to the east by Beji Village, and to the south by Tiekung and Perhutani Villages. Whereas the west is bordered by Mount Panderman and Perhutani as listed in Table 1. From the point of view of the distance of the

area of Oro Oro Ombo Village to Batu District, Malang Regency as shown in Table 2. about 2 km, to Batu City 5 km, about 22 km to

Table 1.

Borders of Oro Oro Ombo Village

No	Direction Limits	Region Name
1	Nort	Temas Village/sub district Sisir Village /sub district
2	East	Beji Village
3	South	Tlekung Village Perhutani
4	West	Panderman Mountain Perhutani

Table 2.

Orbitation / Distance of Oro Oro Ombo Village

No	Village Distance Classification	distance (Km)
1	Distance to Batu District	2
2	Distance to Batu City	5
3	Distance to Malang District	22
4	Distance to East Java Province	110
5	Distance to National Capital NKRI	904

Table 3.

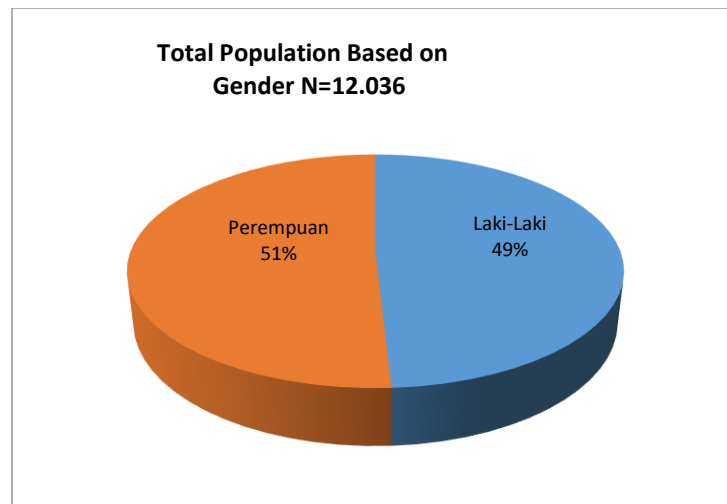
About Area and Land Allocation

No	Oro Oro Ombo Village Territory	Broad (Ha)
1	Village Territory	363
2	Settlements and yards	72
3	Technical irrigated rice fields	18
4	Semi-technical irrigated rice fields	24
5	Dryland farming	196
6	Perhutani / protected forest	650
7	Ground the village treasury	41
8	Field	1
9	Offices	0.5
10	Mountains	1.5
11	Street	14

From the demographic dimension of development, Oro Oro Ombo village has potential human capital to be involved in development. The total population reached 12,036 with categories based on gender, namely 5,914 (49%) men and 6,122 women (51%).

Figure 2.

Total Population in Oro Oro Ombo Village by Gender



Source: Profile of Oro Oro Ombo Village, Year 2019

5. Community Response and Local Community Involvement

In general, the community responded positively to the development of herbal eduwisata in the Oro Oro Ombo village area. Based on the results of in-dept interviews with local figures and observations made by Abdimas Team in Oro Oro Ombo village, it shows that the community accepts the Herbal Eduwisata development plan, but it needs socialization from stakeholders so that the community knows how the concept and implementation of the Herbal Edu tour will be developed in his village.

In addition, the community also does not know in detail the implementation schedule and how the management model is. After further discussions with community leaders, it was finally known that the socialization of the plan for the development of the Oro Oro Ombo

Herbal Education based on Renewable Technology carried out by the ITS PK2BI Abdimas Team with the Batu City Government was still not optimal. This was due to the Covid-19 pandemic conditions that hit the whole world and since March 2020 PSBB and Social / physical distancing have been implemented in various areas in East Java, including the Batu City area, thus making the communication, socialization and interaction processes that are usually carried out face-to-face directly impossible. Meanwhile, not all people can use the online socialization model, so that the concept and model of the Oro Oro Ombo Herbal Education development is not fully known to the public.

6. Supporting Facilities for Oro Oro Ombo Herbal Education Development

The development of Herbal Education basically has the same characteristics as other physical developments that require the support of infrastructure and other public facilities. In general, the availability of supporting facilities for the development of Oro Oro Ombo's Herbal Tourism is quite adequate, because it is supported by public facilities such as; restaurants / restaurants, sports fields, and the existence of places of worship, namely mosques and churches. Adequate road access and internet access (telecommunications facilities) are available (Strategic Plan for the City of Batu Tourism Office 2018-2022).

In developing Herbal Education, a very important factor that needs attention is the availability and support of infrastructure. Currently, Oro Oro Ombo Village, Batu District already has facilities and infrastructure that support the development of Herbal Education, including the Rest Area on the western ring road (Jalinbar), the Educational Conservation Model Area (MAKE), honey production, production of herbal drinks (sinom) and paragliding tours. The existence of these infrastructure needs to be improved and developed because it can be an important factor in realizing tourism development.

Figure 3.

Educational Conservation Model Area (AMKE) and Jalan Lintas Barat (Jalinbar)



Kota Batu. Source: Abdimas Team Document, 2020

To realize the development of Herbal Education initiated by the Abdimas PUSKAJI PK2BI-ITS team, the Batu City government has prepared land for the location of the development of the Oro Oro Ombo Herbal educational area of approximately 10 hectares which is ready to be built as a Green Techno

Park. The availability of this land makes it possible to build and develop various tourist support places such as hotels, homestays, and various recreational vehicles. With an area of 10 ha, with a village area of 363 ha of which for settlements is 72 ha, and village treasury land is 41 ha and Perhutani land is 650 ha. This

condition shows that the availability of land in the Oro Oro Ombo area meets the criteria and is visible for development. Coupled with the low level of population density so that it is

representative and allows the development of various tourism support facilities and facilities.

Figure 4.

Location of Oro Ombo Sumber Herbal Tourism. Abdimas Team Documents, 2020



7. Institutions in the Development of Oro-Oro Ombo Herbal Education

Institutions are an important instrument in the development of Oro Oro Ombo's Herbal Education. This local institution is very much needed as a medium to accommodate, promote, regulate and manage all activities and various existing interests. For the development of herbal tourism in the village of Oro Oro Ombo based on existing local institutions such as village government and its officials. In addition, it also involves local institutions such as non-governmental organizations or local communities. Institutions in the development of Herbal Education also involve institutions at the Batu City government level; The Tourism

Office, Perhutani Office and village institutions and local communities such as LMDH. Based on the results of observations and in-depth interviews with village officials, in general each of them is ready to form an institution that manages herbal education with a participatory and transparent concept.

The tourism sector in Batu City, apart from being known for the existence of tourist objects based on nature, in its current development has been enriched by the presence of an increasing number of artificial tourist objects. This causes the development of natural tourism to get less attention. The development of artificial tourist objects that are growing rapidly is needed as a form of diversification of the

tourism sector and to attract tourists. However, control is needed so as not to cause new problems in development in the Batu City area. It is estimated that the growing number of artificial tourist objects in Batu City can erode and drown the existence of nature-based tourist objects which have been the icon and branding of tourism in the city.

8. The Oro-oro Ombo Herbal Education Development Strategy through Coordination and Collaboration between Stakeholders

The development of Oro Oro Ombo's Herbal Education cannot run optimally without

the involvement and active participation of stakeholders from both the government, community and local communities. To achieve this, a strategy of coordination and collaboration between stakeholders is a major need. To realize the development of Oro Oro Ombo's Herbal Education, Chairman Abdimas (Dr. Arfan Fahmi, MPd), Head of PK2PBI-ITS (Dr.Ir. Arman Hakim Nasution, M.Eng) and Vice Rector IV for Innovation Research, Cooperation and Alumni (Ir. Bambang Pramujati, MSC.Eng., PhD) has been intensely coordinating with stakeholders, namely the Batu city government, namely the Mayor of Batu (Dewanti Rumpoko) since July 2020 (Abdimas Team Documentation, 2020).

Figure 5.

Photo (Left) Photo of the Mayor of Batu attending the Cooperation Agreement and Groundbreaking for Abdimas KKN activities, at the Main Meeting Room of the City Hall Among Tani, Batu City.



Source: Media Overview. Com, Batu, 2020. Photo Caption (right): Coordination between the Head of the Center for Public Policy and Industrial Business Studies (PKPBI) -ITS (Dr. Ir. Arman Hakim Nasution, M.Eng.), Mayor of Batu (Dewanti Rumpoko) and Warek IV for Research, Innovation, Cooperation and ITS Alumni (Ir. Bambang Pramujati, MSC.Eng., PhD). Source: Abdimas Team Documentation, 2020

The strategy carried out in the technology-based Herbal Education Development is to synergize and collaborate with various stakeholders in the service area. The stakeholders involved include the local government (Pemkot Batu), which is directly commanded by the Mayor of Batu, Ibu Hj. Dra. Dewanti Rumpoko, M.Si, Batu City Tourism Office, Perhutani Office, Agriculture Office, and several community leaders, religious leaders, representatives from BPD, village officials or officials and the people of Oro Oro Ombo village.

Stakeholders from various elements in Batu City have a high commitment to be directly involved in the implementation of the development of Herbal Education starting from the planning process to implementation. This is reinforced by the existence of an MOU and the willingness of Batu City government officials, village government officials, community leaders, NGOs and village communities to participate in various stages of activities in the development of Herbal Education which are carried out by the PK2BI Study Center, ITS Abdimas Team.

Table 3

Involvement of Stakeholders in the Development of Herbal Education

Stakeholders	Actors involved in	Coordination and location activities
ITS	Vice Rector IV ITS KaPuskaji PK2BI-ITS Chairman and ITS Abdimas Team Student Community Service	Coordination and Cooperation Team at the Among Tani City Hall Location Survey in Oro Oro Ombo Village
Batu City Government	Mayor of Batu	Coordinating Secretary at the

		Among Tani City Hall Location Survey in Oro Oro Ombo Village
Batu City Tourism	Office Head	Coordination and Cooperation at the Among Tani City Hall
Perhutani Office, Batu City	Office Head	Location in Oro Oro Ombo Village
Balitbangda Batu City	Head of Balitbangda	Coordination and Cooperation at the Among Tani City Hall
Village Administration Head	Village Head, Village Secretary, Assistant	in Oro Oro Ombo Village
Local Institutions	LMDH, Assistants	in Oro Oro Ombo Village

Source: Processed from logbook results of coordination and field observations, July-September, 2020

Figure 6.

Coordination with KTH Panderman (Left) and Batu City Agriculture Agency (right)



Source: Abdimas Team Documentation, 2020

Figure 7.

Coordination with the Head of Village Oro Oro Ombo



Source: Documentation of the Abdimas Team, 2020

Conclusion

The development of the Oro-Oro Ombo Herbal Tourism in the Batu City area is ITS contribution in carrying out the Tri Dharma of Higher Education and synergizes with various stakeholders which are manifested in community service activities and real work lectures under the auspices of the Center for Public Policy Studies and Industrial Business. With a participatory approach and partnerships and collaboration strategies developed by ITS with stakeholders, namely the Batu City Government, Village Government and Local Communities, it is hoped that they will be able to develop local potential based on technology that is environmentally friendly and sustainable in a more concrete form, namely the development of Oro Oro Ombo Herbal Education

The development of herbal tourism has the potential to be developed into a new tourist destination because it has attractive natural resources and access to the West Ring Road which is connected and integrated with tourist

destinations in Batu City. In addition, there is positive acceptance and response from the main stakeholders, namely the village government and local communities as well as goodwill and support from the Batu City Government in the form of an MOU with PUSKAJI PKBI ITS, which are valuable assets in developing Oro Oro Ombo's Herbal Education. The realization of the development of herbal tourism is expected to be able to improve the welfare of the surrounding community, increase local revenue, protect biodiversity and be able to educate foreign tourists and domestic tourists.

References

Joko Utomo & Bondan Satriawan, (2017), Strategi Pengembangan Desa Wisata Di Kecamatan Tahun 2017 Karangploso Kabupaten Malang, dalam JURNAL NEO-BIS VOLUME 11, No.2, DESEMBER.

Mihalic, T. 2000. Environmental Management of A Tourist Destination. A Factor of Tourism Competitiveness. *Tourism Management* Vol 21.

Profle Desa Oro Oro Ombo Kecamatan Batu Kota Batu Tahun 2019.

Rencana Induk Pengembangan Pariwisata Kota Batu Tahun 2014-2029. Bappeda Kota Batu. 2013.

Rencana Pembangunan Jangka Menengah (RPJMD) Kota batu Tahun 2016-2022

Renstra Dinas Pariwisata Kota Batu Tahun 2017-2020.

Sukmarati, Myrna, Kajian Faktor Penentu daya Saing Kota Batu sebagai Destinasi Wisata, dalam JURNAL TEKNO GLOBAL VOLUME 5 NO.1 DESEMBER TAHUN 2016.

Suprojo Agung, Budi Siswanto, 2017, Pembangunan Kota Wisata Batu Dalam Perspektif Sosial & Ekonomi Masyarakat (Suatu Kajian Perspektif Perubahan Sosial), 2017, dalam JURNAL REFORMASI, ISSN 2088-7469 (Paper) ISSN 2407-6864 (Online) Vol. 7 No. 1 (2017).

Waruwu, Dermawan, dkk, 2020, Pengembangan Tanaman Herbal Sebagai Destinasi Wisata di Desa Catur Kintamani, Bali, Jurnal Panrita Abdi, Volume 4, Issue 1. Tahun 2020, <http://journal.unhas.ac.id/index.php/panritaabdi>.