

DEVELOPMENT OF SENDANG SERUNI TOURISM AS A WATER TOURISM OBJECT IN TAMANSARI VILLAGE, LICIN DISTRICT YEAR 2018-2021

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ABSTRACT

Indonesia has thousands of islands with vast seas so it is possible to have a lot of natural tourism potential and diversity. Banyuwangi is one of the cities in East Java and has quite a number of tourist attractions that have very potential to be developed. One of them is the natural tourism of Sendang Seruni bath which has quite a lot of tourist attraction in Licin District, which is located in Tamansari Village. The problem approach of this research uses a qualitative approach, which focuses the attention of researchers from a symptom that exists in environmental life. In the implementation of the research there are several stages, namely: Pre-Field Stage, Field Work Stage, Data Analysis Stage, and Research Reporting Stage. In accordance with the form of research and the type of data source used, the data collection techniques used in this study are: Observation, Interview, and Document. In this research, the analysis method used is a descriptive method with a qualitative approach which includes analysis based on the object of research that has been prepared previously so that this research can be more directed. Based on the results of the research, the development of Sendang Seruni Tourism from the beginning of its opening until now automatically changes the physical characteristics of the tourist area. Because Sendang Seruni, which used to be just a wilderness and a place of irrigation for the surrounding community, has become a tourist destination.

Keywords: *Sendang Seruni Tourism, Water Recreation, tourism development*

Introduction

Indonesia has thousands of islands with vast seas, so it is very possible to have many and varied natural tourism potential. Because Indonesia is the second largest country

in Asia and seventh in the world, and is also the largest archipelagic country in the world which has 1/3 of the land area and 2/3 of the total sea area (Abdillah D, 2016:45).

Existing potential and natural resources can be developed into attractive tourist attractions. Most of these natural resources have been utilized and developed into several tourist attractions (Suryani AI, 2017). With the large amount of natural potential it has, it will attract many foreign tourists to visit Indonesia and will provide its own benefits for the country.

Tourism is an industry related to travel and tourist visits. Indonesia has great tourism potential because of its natural, cultural and historical wealth. Tourism contributes significantly to the Indonesian economy and is also a source of income for local communities.

Tourism is the main source of foreign exchange because Indonesia is a country that has various types of tourism, including natural tourism and cultural tourism spread from Sabang to Merauke. Apart from having millions of beautiful natural tourism charms, Indonesia is also rich in cultural tourism which is proven by the large number of historical relics and the diversity of arts and cultural customs of local communities which attract local and foreign tourists, so that with the many potentials it has made Indonesia a one of the tourist destinations (Devy HA, Soemanto, 2017:34).

Systematic tourism development and management direction itself really requires government attention, as reflected in the formation or recognition of the National Tourism Organization. Regional governments have an important role in tourism development and act as a means of monitoring tourism activities so that they are expected to maximize tourism potential (Amanda TA, 2020: 3). In tourism development, it is not only the government that does it itself but other parties also take part in infrastructure development, one of which involves the local community. Tourism development involving local communities has been carried out by the Banyuwangi City government.

Banyuwangi is a city in East Java and has quite a lot of tourist attractions that have great potential for development. Banyuwangi Regency is one of the favorite tourist destinations in East Java, because of its geographical location adjacent to the island of Bali, it has very beautiful natural resources as well as arts and culture and customs that are distinctive, diverse and well preserved. One of them is the natural tourism of Sendang Seruni bathing which has quite a lot of tourist attractions, namely the Licin District which is in Tamansari Village to be precise.

Tamansari Village is on the slopes of Mount Ijen which is one of the mainstay tourist destinations of the famous Banyuwangi Regency. Apart from its strategic location, Tamansari Village is one of the tourist villages in Banyuwangi Regency. As a tourist village, Tamansari Village has great potential in the tourism sector. This sector is utilized by Tamansari Village for the welfare of its citizens by forming a BUMDesa with the name Ijen Lestari through Village Regulation No. 1 of 2015 concerning BUMDesa Ijen Lestari (Sofyan A, 2018:8). Tamansari Village has been known as a Smart Village-based tourist village since the beginning of 2016. With the various achievements it has achieved, it has made Tamansari

Village a village that often receives visits from other villages or cities as a place for comparative studies or a model village.

Tamansari Village consists of various aspects, namely aspects of natural tourism, MSMEs and traditions. From a tourism aspect, Tamansari Village is famous for its icon which is also one of Indonesia's famous tourist icons abroad, namely the Ijen Crater tourist attraction. There is also Sendang Seruni, a tourist water pool sourced from mountain springs which is managed by the local community. Pine Forest tourism, which is being worked on to become the next tourist destination, flower village, and also Miner village.

Sendang Seruni Tourism is a tourist attraction that has its own uniqueness, namely the pool which is fed directly from 7 mountain springs and from the large bamboo that is there. This Sendang Seruni was previously only a wilderness for irrigation. The first discovery of the Seruni spring was in 2013 by the local community. In 2014, the Seruni spring tourism was first opened or as the first year of pioneering. However, in this research on the development of Sendang Seruni tourism, researchers took the years 2018 to 2021.

This development is marked by the increasing number of tourist visits over the last five years. Apart from that, the increasingly intensive development, addition, renovation and management of infrastructure facilities supported by the increasing quality of tourist attraction services has made the Sendang Seruni tourist attraction a leading tourist destination in Banyuwangi Regency.

Based on the background explained above, it encourages researchers to raise themes related to tourism development in Banyuwangi Regency, because it can be seen that currently Banyuwangi Regency is becoming famous as a tourist city. So researchers have an interest in explaining the description of one of the tourism developments in Banyuwangi Regency. The researcher raised the title "Development of Sendang Seruni tourism in Tamansari Village, Licin District in 2018-2021".

Research methodology

The problem approach of this research uses a qualitative approach, which focuses the researcher's attention on the phenomena that exist in environmental life. The problem in this research concerns the role of history teachers in developing local history learning at MA AL-Qodiri VIII Kelir in efforts to play the role of teachers in developing local history learning. The research that researchers use is qualitative research. Qualitative research or what is usually called natural research is a type of research that places emphasis on processes and meanings that are not tested or measured precisely with data in the form of descriptive data (Strauss A, Corbin 2003: 185). In the qualitative research process, researchers will obtain data in the form of descriptive forms of several forms of things that have been observed. Descriptive research is the simplest research, compared to other research, because this research does not do anything about the objects in the area being studied. In other words, the researcher does not change, add or duplicate manipulation of the research object or area (Prof.Dr. Arikunto S, 2020:3).

Research subjects are people who are sources for researchers. In this study, the research subjects were the Sendang Seruni Tourism Manager, the Village Head, the people of Tamansari Village, Licin District.

Research subjects are people who are sources for researchers. In this research, the research subjects were several managers, regional government (BUMDES), the community above because they understand the history of the beginning of the development of Sendang Seruni tourism.

In accordance with the form of qualitative research and the type of data sources used, there are 2 data collection techniques used in this research:

- a. In-depth Interviews (in-depth interviewing)
- b. Document

In this research, the analytical method used is a descriptive method with a qualitative approach which includes analyzes based on previously prepared research objects so that this research can be more focused. Apart from that, in qualitative research data analysis must be carried out from the start and stated in written form (Wibowo MB 2018). In this research, researchers used a data analysis design according to an interactive model consisting of data collection, data reduction, data presentation, and drawing conclusions.

2. Results and Discussion

a. Interview result

1) The following are the results of an interview with Karsono (Chairman of Sendang Seruni Tourism Management) regarding the history of the development of Sendang Seruni from 2018-2021. According to Karsono (Chairman of Sendang Seruni Tourism Management) " Previously Sendang Seruni was just a wilderness that was only used as a watering hole for the surrounding community. The start of the Seruni spring was opened around 2013. 2014 was the year when the Seruni spring tourism was initiated which was agreed upon by the community and not private property rights carried out by Poknas (community empowerment). When opening the Seruni spring, you have to take care of permits with the Village Office first and gather the community to hold a congratulatory event in connection with the opening of the Seruni spring tourism.

Furthermore, the results of the interview regarding the community's steps in developing the Seruni spring as a tourist attraction, " In 2015, the Seruni spring tourism is being cleaned up so that the tourist attraction can quickly attract lots of visitors. And in 2016 the Sendang Seruni tourist attraction started to look clean. In 2016, Sendang Seruni tourism also received assistance from Bank BCA for development. And in 2019 Bank BCA also provided assistance in the form of a pavilion and construction of the Seruni spring pond. "The assistance from the Ministry of Villages in 2019 is in the form of a gazebo as a resting place for tourists and paved paths."

Furthermore, the results of the interview regarding the economic impact felt by the community with the existence of the Sendang Seruni tourism, according to Karsono (Chairman of the Sendang Seruni Tourism Management), " With the existence of the Sendang Seruni tourism, the community is greatly helped economically. They can open a

MSME business around the Seruni spring tourism, where the majority of MSME actors are residents of Tamansari Village. And for local youth, there is also an opportunity with the Seruni spring tourism as a motorbike taxi for visitors who bring cars. "Because the distance to enter Sendang Seruni tourism can only be passed by motorbike users and pedestrians because the road access cannot be passed by 4-wheeled vehicles. And before the existence of Sendang Seruni tourism, the community's economy was very minimal, they had to work far from their hometowns."

2) According to Arling Kusuma D (Deputy Head of Tamansari Village) " Tamansari Village is a village that can be said to be advanced in the tourism sector currently compared to other villages in Licin District. One of the tours that is quite busy with tourists is the Sendang Seruni Water Tour which is in Sumberwatu Hamlet, Tamansari Village. Sendang Seruni Tourism was opened in 2014 by the community who had been approved by the Tamansari Village Head at that time. The development of Sendang Seruni tourism has increased quite well every year. This development can be seen from the development taking place at the Sendang Seruni Tourism location. Where previously there was only one bathing pool and only for adults, now a pool has been built for children. "The construction of the ticket counter, which previously only had one, has now been built with another one at the bottom near the UMKM stall."

3) According to Elli and Siti (MSME actors) " The Sendang Seruni Tourism was opened around 2014. The opening of the Sendang Seruni Tourism really had a very good impact on us MSME actors and the Tamansari Village community. The existence of Seruni Moderate Tourism has really helped the community's economy. Because before the existence of the Sendang Seruni Tourism, the economy of the people of Tamansari Village was in crisis and many people became unemployed too. What we have at our MSME stall for tourists are snacks, heavy meals and hot and cold drinks. We also provide bathing needs for tourists who do not bring soap, shampoo and so on. Sendang Seruni Tourism also provides a policy that only residents/local communities are allowed to open MSMEs, so Sendang Seruni Tourism really provides a huge opportunity for us as residents. "Residents outside Tamansari Village are not allowed to enter to open MSMEs around the Seruni spring tourism."

4) According to Dodi (Visitor), "Every year the Sendang Seruni Tourism always has developments. As one of the tourists who frequently visits, I always see several different things on this tour. Very good management, starting from the past there were only a few gazebos, now almost every tourist corner has a place to stop for tourists. "The infrastructure is adequate for tourists."

Discussion

History of Sendang Seruni Tourism Development in 2018-2021

Sendang Seruni Tourism was founded around 2014 and was opened with joint deliberations with the community and approval from the Head of Tamansari Village.

Sendang Seruni was previously just a watering and bathing place for the local community. Over time, people made Sendang Seruni a water tourist attraction. The development of Sendang Seruni Tourism continues to increase every year.

Starting from the end of the increase every year. Usually Sendang Seruni Tourism experiences an increase in visitors on Saturdays, Sundays and other holidays with an average of 200 visitors, whereas from Tuesday to Friday the average number of visitors who come to Sendang Seruni Tourism is approximately 50 visitors. So the average number of visitors who come to Sendang Seruni tourism every month is approximately 3200 visitors. However, during Covid-19, visitors to Sendang Seruni experienced a very drastic decline, namely 50% alone.

In 2018, the development of Sendang Seruni Tourism has increased because there has been a lot of development carried out by Sendang Seruni Tourism, such as the construction of facilities and infrastructure, namely the construction of several toilets or changing rooms, prayer rooms. In 2018, Sendang Seruni Tourism also received assistance for construction from BCA Bank, such as several gazebos for tourists to rest.

the same assistance as last year, namely from BCA Bank and additional funds from Community Empowerment (POKMAS). The development is a joglo house in front of the Sendang Seruni Tourism Post which is usually used as a meeting place for events.

From 2020 to 2021, Sendang Seruni Tourism did not experience any development, either in terms of development or tourists. Because in 2020-2021, Covid-19 occurred in Indonesia and the world. At that time the government had not fully opened tourist attractions to be visited by local and foreign tourists. The pandemic forced the government to make regulations so that tourists do not visit tourist attractions for a while, including Sendang Seruni Tourism. This was done to suppress the spread of COVID-19 which cannot yet be completely controlled (Kadarisman A 2021).

1) What are the steps taken by the community in developing Sendang Seruni Tourism?

a) Sendang Seruni Tourism Development

Tourism development is a series of efforts to integrate all aspects of tourism that are directly or indirectly related to the continuity of tourism development and realize comprehensive utilization of various tourism resources, namely advancing and improving the condition of tourism to become a tourist object and attraction. So building and attracting tourists in large numbers can provide good benefits for the community around the objects and attractions, and will then become a source of income for the government.

b) Sendang Seruni Tourism Development

The development at Sendang Seruni Tourism always increases every year, such as the pool which was previously only used as a watering hole has now been renovated and can now be used properly for tourists who come. Construction of several gazebos in 2018 and 2019 for tourists to rest and enjoy the natural beauty of Sendang Seruni Tourism. The construction of a joglo pavilion which is quite spacious and has a very interesting relief

element and is usually used by tourists for important events. There is also the construction of several toilets, namely 6 men's toilets and 6 women's toilets as well as the construction of a place of worship for tourists.

c) Sendang Seruni Tourism Marketing

Tourism marketing can also be done through electronic and internet media such as newspapers, magazines, radio, Instagram and Facebook. Because it is important to introduce Sendang Seruni tourism so that it has added value that can attract tourists to visit. The social media used by Sendang Seruni tourism to promote its tourism is Instagram with the username "@wisata_sendang_seruni" with an average audience of 2000 and Facebook with the username "Sendang Seruni Licin Banyuwangi" with an average audience of 1000. Sendang Seruni Tourism usually promotes the state of tourism, exists, and promoting very affordable ticket prices can attract tourists to visit.

2) The impact felt by the community with the existence of Sendang Seruni Tourism

With the Sendang Seruni Tourism, it has a big impact on the surrounding community, such as improving the economy, with the Sendang Seruni, people can earn additional income from businesses related to tourism. By increasing public awareness, with the presence of Sendang Seruni, people will be more aware of the importance of maintaining cleanliness and sustainability of the surrounding environment. This can encourage people to care more about the environment and keep the destination clean. By increasing the quality of life with the Sendang Seruni Tourism, the community can benefit from the public facilities built to support tourism such as roads and so on. This can improve the quality of life of local communities. The increase in job opportunities with the Sendang Seruni Tourism can produce many job opportunities such as tour guides, opening MSMEs and others. As well as increasing local pride, with Wusata around, people can feel more proud of the destinations in their area. This can also increase feelings of love for the region of origin and strengthen local identity.

In the past, before Wista Sendang Seruni existed, people with a livelihood had to leave their hometowns, which may have been quite far away and many people were still unemployed at that time. The presence of Sendang Seruni Tourism has had a good impact on the community. The impact felt by the surrounding community with the Sendang Seruni Tourism helps improve the economy of the surrounding community. This data is supported by interview results.

People can open MSME businesses around the Sendang Seruni Tourism, starting from selling coffee, cold drinks, fried foods, cucur cakes and other snacks that can be enjoyed by visitors to the Sendang Seruni Tourism. Apart from MSMEs, young people also have the opportunity to increase their pocket money by working as motorbike taxis for tourists who do not use 2-wheeled vehicles, because the road access to Sendang Seruni Tourism cannot be accessed by 4-wheeled vehicles because the narrow road requires tourists to park in front of the entrance. First.

And the very interesting thing is that MSMEs can only be carried out by the community around Tamansari Village. Apart from the people of Tamansari Village, no one is allowed to trade/sell around Sendang Seruni Tourism. Because there is already a policy and agreement between the management and the surrounding community. Because the aim of implementing such a policy is to improve the economy of the people of Tamansari Village, which previously experienced an economic crisis.

Conclusion

The development of Wisata Sendang Seruni from when it first opened until now has automatically changed the physical characteristics of the tourist area. Because Sendang Seruni, which was once just a wilderness and a watering hole for the local community, has become a comfortable vacation spot with its natural beauty. Sendang Seruni Tourism was founded around 2014 and was opened as a result of community deliberation and approval from the Head of Tamansari Village. The development of Sendang Seruni Tourism always increases every year. In 2018, the development of Sendang Seruni Tourism has increased, because there has been a lot of development taking place in Sendang Seruni Tourism. In 2019 Wisata Sendang Seruni also carried out development assisted by BCA Bank and community empowerment (POKMAS). However, from 2020 to 2021, Sendang Seruni Tourism did not experience any development, both in terms of development and tourists. Because that year Indonesia was hit by the COVID-19 outbreak which required all existing tourism to be temporarily closed.

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