

BLEBERAN TOURIST VILLAGE OF GUNUNG KIDUL: COMPONENT ANALYSIS OF ITS ATTRACTION, PRODUCT, MANAGEMENT AND MARKETING

Marsono. Universitas Gadjah Mada
marsono@ugm.ac.id

ABSTRACT

The need to live naturally with the principal of 'going back to nature' has resulted in development of new tourist attraction: the tourist village. Village potentials such as varied natural attractions, friendly local people, unspoiled natural setting and fresh air are among attractions for the tourists. This research is aimed primarily at revealing tourist attraction elements of the products, the management, the product itself and its marketing in Bleberan Tourist Village of Playen, Gunung Kidul Regency, Yogyakarta Special Region. The primary data cover all activities from its launching in 2009 to the end of 2015, in which its development could be seen clearly. The theoretical approach applied in this research is tourist attraction component theory on the product, its management and marketing.

Key words: tourism product, attraction components, management and marketing.

1. Introduction

Among other four regencies in Yogyakarta Special Region, Gunung Kidul Regency is experiencing notable increase in tourist visits (Keadulatan Rakyat, January 14, 2015:3). This is in part from the visits to Bleberan tourist village. Below is the table summarizing the increase of tourist visits to Gunung Kidul:

**Number of Visits and Direct Income from Retribution in Gunung Kidul
Regency**

	2010	2011	2012	2013	2014
Number of visits	548,857	616,696	1,000,387	1,337,438	1,955,817
Direct income from retribution	1,717,973,708	2,186,912,571	3,932,090,845	6,118,756,600	15,420,475,427

Source: Office of Culture and Tourism of Gunung Kidul Regency in Kedaulatan Rakyat, January 14, 2015:3).

Each of attraction component in Bleberan tourist village has values of something to see, something to buy, something to do and something to learn. All attractions management including its marketing are carried out by an organization within the village.

Bleberan village is situated in Playen sub-district of Gunung Kidul Regency, some 45 kilometers from the city center of Yogyakarta.

Topographically the village is dominated by karst mountain range with some spring found around the area. The spring is the source for Sri Gethuk waterfall. It is also found a cave called Rancang Kencana cave, where visitors can find a tree growing inside it. The community are mainly farmers or agricultural community, where some rituals are still practice such as *nyadran* and *kenduri rasulan*. Traditional foods are also found here such as *pletik* rice, grasshopper *sambal*, and cassava leaves *gudeg*¹.

The problems studied in this paper are:

- a. What are components of attractions of Bleberan tourist village?
- b. How is the management of its tourism products?
- c. How is its marketing?

2. Literature Review

In accordance with the research questions, namely on the products and their management, the theory that would be applied also corresponds to them. They are: types of tourism, tourist village, types of tourism products, and tourism product management.

Types of tourism can be categorized based on its attractions. Based on this view, there are three types of tourism: nature based tourism, cultural tourism, and special interest tourism (cf. Pendit, 1994:71-73). Nature-based tourism is a type of tourism with nature as its main attraction, while cultural tourism is a type of tourism with culture as its main attractions. Special interest tourism, like those of

¹ <http://travel.kompas.com>

nature and culture tourism, is type of tourism based its attraction on special interests of the visitors or tourist (cf. Weiler & Hall, 1992:5).

Meanwhile, a tourist village is an integral form of attractions, accommodation and supporting facilities presented in a community living structure that are bound together with their customs and traditions (Nuryanti 1993:2-3 in Santosa et al., 2011:57). This type of tourism is an integration of all village resources as attractions combined with supporting facilities. Meanwhile, Pitana (1999)² explains that a tourist village a rural area with its pristine atmosphere and environment including: structure, landscape, architecture and social pattern shaping the lives of the community that are provided in order to fulfill the need of the visitors.

Tourism product is everything including goods, services, attractions or other supporting facilities offered or sold to tourists or market to get their attention (something to see), to be owned used or consumed (something to buy) that can satisfy the need of the tourists (Mak, 2004:8 cf. Ngafenan, 1991:222-223; Kotler et al., 2002:14). Product line is goods or services offered by companies (including tourist village), whether it is single or varied products (Kodhyat & Ramaini, 1992:90).

Tourism attraction is everything which has uniqueness, beauty and values in forms of cultural diversity and human creativity as the object of travel (Act No. 10/2000 on Tourism Chapter 1 article 5). Attraction component is each of tourism attraction element inherent in its uniqueness, beauty and values on a tourism product being used as an object for travel (Marsono, 2011:8).

Management is an analysis of planning, organizing and implementing raw materials to be a final product to be sold in order to achieve organization's goals (cf. Kotler et al., 2002:12; Marsono & Wirjono, 2015:13). Tourism village in this case is such organization.

3. Tourism Products of Bleberan Tourist Village and their Attraction Component Analysis

The product of Bleberan tourist village covers both natural and cultural attractions. Both of them can be divided into two: primary and secondary

² <http://coretanpetualang.wordpress.com>

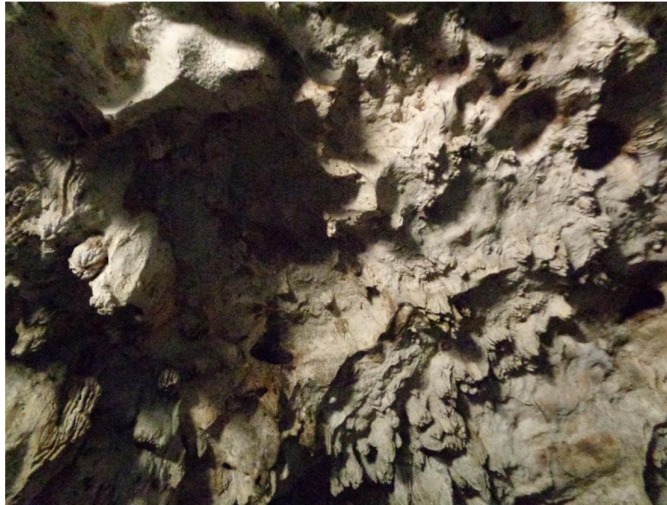
attractions. The primary natural attractions are: Rancang Kencono cave and Sri Gethuk waterfall. The primary cultural attraction is traditional culinary including: *sega pletik*, *sambal walang* (grasshopper *sambal*) and *sayur lodeh lombok ijo*. Secondary attractions are natural attractions such as Oyo river trekking, Bleberan natural trekking; and cultural such as *bersih desa/rasulan*, *nyadran*, *kenduri robyong*, soy milk, art performance (*doger*, *reog*, *hadroh*, *slawatan* and *jathilan*), heritage site; both culture and nature: living in Bleberan village (Harjono, 12 December 2014). Analysis will be on the primary natural and cultural attractions as described in the followings:

a. The Beauty of Rancang Kencono Cave and Its Attraction Component Analysis

The Beauty of Rancang Kencono Cave			
No	Element	Remark	Attraction
1	The name of "Rancang Kencono"	a. Etymology b. History	+
2	Cave entrance	Wide and bright	+
3	Tree inside the cave	a. Diameter of 1.5 m b. Hundred years of age c. High d. Right in front of the cave entrance	+
4	Stalactite and stalagmite	a. Beautiful dripstone b. Lie in the cave floor	+
5	Cave interior	a. Upper part b. Middle part c. Wide interior that can contain up to 200 people d. Dark e. Bright when lighted	+
6	Legend	The place to plan for battle against the Dutch (in the era of Mataram and the War of Java/Prince Diponegoro)	+
7	Chamber inside the cave	a. Used as a place for meditation b. Quiet and dark	+
8	Entrance ticket	Rp 7,000	+

- **Pictures of Rancang Kencono Cave**





b. The Beauty of Sri Gethuk Waterfall and Its Attraction Component Analysis

The Beauty of Sri Gethuk Waterfall			
No	Element	Remark	Attraction
1	The peak of the waterfall	a. 50 meter high b. White in color c. The origin of the spring	+
2	The middle area of the waterfall	a. The speed of the water falling b. The sound and color of the water falling (white)	+
3	The below area of the waterfall	a. Karst area b. Elevation almost 90 degrees c. Bushes around the base	+

4	Waterfall base	a. Karst area b. Bushes around the base c. Full of water d. Slippery e. Photography spot area	+
5	Oyo River area	a. Raft terminal b. Oyo River scenery c. Swimming area	+
6	The situation of the waterfall	a. Clean water scenery b. Water volume reaching up to 501 mm per second c. Never experience drought d. Elevation almost 90 degrees	+

• **Pictures of Sri Gethuk Waterfall**





**c. The Beauty of Rafting in Sri Gethuk Waterfall and Its Attraction
Component Analysis**

The Beauty of Rafting in Sri Gethuk Waterfall			
No	Element	Remark	Attraction
1	Walking to the raft terminal (about 400 meters from the parking lot)	a. Food stalls and souvenir shops area available along the path b. Trees grow along the path to the terminal	+

		c. Gazebos are available	
		d. Some roads are unpaved	+/-
2	Ticket counter	a. Ticket price is Rp 10,000 per person b. A raft can accommodate up to 8 people	+
3	Start to raft	a. The raft is shaking b. The raft starts to row	+/- +
4	Distance and time	a. Distance is 350 m b. Time is 30 minutes	+/-
5	Oya River area	a. Steady stream of the river b. Rocky river bank c. 50 m high river bank hill d. Karst rock around the bank	+
6	Reaching the waterfall	a. Stepping down from the raft b. Heading to the base which is also a karst rock area c. Photography taking d. Swimming in the river e. No time restriction	+

• **Pictures of Rafting in Sri Gethuk Waterfall**







d. Traditional Food and Its Attraction Component Analysis

Traditional Food and Its Attraction Component Analysis			
No	Element	Remark	Attraction
1	<i>Nasi pletik</i>	a. Rice 30% b. Cassava rice (<i>tiwul</i>) 30% c. Main food for local people during the famine	+
2	Grasshopper <i>sambal</i>	a. Fried grasshopper b. Chili paper c. Onion d. Garlic	+

		e. Salt	
3	<i>Sayur lodeh lombok ijo</i>	a. Tempeh b. Green chili paper c. Coconut milk d. Onion e. Garlic f. Salt g. Bay leaves h. Galangal	+
4	Cassava leaves <i>gudeg</i>	a. Young jack fruit b. Cassava leaves c. Coconut milk d. Salt e. Sugar	+
5	<i>Gudangan</i>	a. Spinach b. Kale c. Lettuce d. Grate of carrot e. Long bean f. Sprouts g. Grated coconut h. Salt	+
6	Tempeh and tofu <i>bacem</i>	Tempe and tofu cooked in <i>bacem</i>	+
7	<i>Rambak</i> crackers	Crackers made from rice floor	+
8	Fried chicken	Fried chicken cooked in <i>bacem</i> way at first	+
9	Fruits	a. Boiled banana b. watermelon	+
10	Drinks	a. Sweetened tea b. water	+
11	Price	Rp 25,000 per portion	+/-

- **Pictures of Traditional Foods of Bleberan Village**



a. Traditional Snack and Its Attraction Component Analysis

Traditional Snack and Its Attraction Component Analysis			
No	Element	Remark	Attraction
1	Fried grasshopper	a. Grasshoppers are fried b. High protein c. Cheap price (1 pack of Rp 10,000, 15,000, and 20,000)	+/-
2	<i>Thiwul</i> (found throughout Gunung Kidul regency)	a. Cassava b. Skinned and dried c. Pounded	+/-

		d. Cooked e. Served with grated coconut f. Salt g. Sugar (optional) h. Functioned as main food, besides rice	
3	Roasted young coconut	a. Young coconut is roasted b. Served as drink	+

• **Pictures of Traditional Snack of Bleberan Village**





4. The Management and Marketing of Tourism Product in Bleberan Tourist Village

a. The Product Management

The management of the products offered in Bleberan tourist village is run by Tourist Village Enterprise Unit under the Village Government Owned Enterprise (BUMDes) of Bleberan village. This unit was founded in 2007, that in the beginning this institution managed only spring water for consumption of Bleberan inhabitants. There were 657 lines built in the beginning. On July 3, 2010, the Bleberan Tourist Village was launched by the BUMDes³. Organizational structure of the tourist village is⁴:

- a) Head : Mr. Tri Harjono
- b) Secretary : 1) Mr. Susilo Hadi; 2) Mr. Syaifudin
- c) Treasurer : Ms. Atik Riana
- d) Divisions:
 - Package and marketing: 1) Mr. M Kohar, 2) Mr. Bambang F.
 - Food stall management and cleanliness: Mr. Hartono

³ Based on the interview with Mr. Tri Harjono, Head of Bleberan Tourist Village on May 20, 2016 in Bleberan.

⁴ Based on the interview with Mr. Tri Harjono, Head of Bleberan Tourist Village on March 4, 2016 in Bleberan.

- Planning and development: Mr. Sumarjuni
 - Rafting management: Mr. Suharno
 - Parking and Security management: Mr. Purwanto
- e) Tourism Awareness Group:
- Guide I: Mr. Bambang (coordinator)
 - Guide II: Mr. Oki Basirudin (coordinator)
 - Culinary I: Ms. Sri Sumiyarni (coordinator)
 - Culinary II: Ms. Sri Rujiyati (coordinator)
 - Culinary III: Ms. Umi (coordinator)
 - Homestay I: Mr. Sudono (coordinator)
 - Homestay II: Mr. H. Supasdi (coordinator)

b. Marketing of Bleberan Tourist Village Products

Marketing efforts of Bleberan tourist village are handled by the BUMDes through some ways, such as:

- a) Printing brochures distributed to hotels in Gunung Kidul and Yogyakarta;
- b) Inviting journalists from printed and electronic mass media during the launching and initiation of tourist packages;
- c) Conducting travel dialogue to several provinces and cities (Jakarta, Bandung, Wonosobo, Semarang, Temanggung and Surabaya);
- d) Optimizing social media such as website and Facebook.

c. Number of Visits

The aforementioned marketing and management efforts resulted in the increase of visits to Bleberan tourist village significantly since the launching in 2010. These numbers of visits from 2010 – 2015 significantly contributed to the village revenues as described in the followings⁵:

⁵ Based on the interview with Mr. Tri Harjono, Head of Bleberan Tourist Village on March 4, 2016 in Bleberan.

**Number of Visits and Revenues in Bleberan Tourist Village
2011 – 2015**

Year	Visits	Village Revenue
2011	40,417	80,834,000
2012	103,665	207,330,000
2013	127,495	254,990,000
2014	131,259	262,518,000
2015	140,315	280,630,000

5. Conclusion

This study concludes that Bleberan tourist village:

- a) is considered to be successful in managing its natural and cultural potentials;
- b) keeps its natural and cultural environment to be developed as tourist attractions;
- c) has increased village revenues due to the development of tourism, and therefore has also contributed to the people's welfare.

References

- Adhisumarta, F.X. Sriyadi. 2003. "Kabupaten Gunung Kidul", dalam *Profil Daerah Kabupaten dan Kota Jilid 3*. Jakarta: Kompas.
- Harjono, Tri. 12 Desember 2014. "Profil Lomba Desa Bleberan".
- Kedaulatan Rakyat*, 14 Januari 2015:3, "Perkembangan Pariwisata di Gunung Kidul (1)".
- Kodhyat, H. & Ramaini. 1992. *Kamus Pariwisata dan Perhotelan*. Jakarta: Gramedia Widiasarana Indonesia.
- Kotler, Philip, John Bowen, James Makens. 2002. *Pemasaran Perhotelan dan Kepariwisataaan*, Alih bahasa Alexander Sindoro dan Renata Poghan. Jakarta: PT Prehallindo.
- Marsono. 2011. "Budaya Lokal Seni Tari Tradisi Nonkraton di DIY sebagai Daya Tarik Wisata". *Laporan Penelitian* Fakultas Ilmu Budaya UGM.

_____. 2015. “Kontribusi Ekonomi Produk Wisata Gua Pindul kepada Masyarakat”. *Laporan Penelitian Sekolah Vokasi UGM*

Mak, James. 2004. *Tourism and the Economics*. Honolulu” University of Hawai’i Press.

Ngafenan, Mohamad. 1991. *Kamus Pariwisata*. Semarang: Dahara Prize.

Pendit, Nyoman S. 1994. *Ilmu Pariwisata Sebuah pengantar*. Jakarta: PT Pradnya Paramita.

Santosa, Ardi Suryawinanta, Ali Hasan, Angela Ariani, dan Nuharani EK. 2011. “Analisis Dampak Sosial dan Ekonomi Masyarakat Desa Wisata Kecamatan Turi Kabupaten Sleman” dalam *Jurnal Tourisma*, No. 4/Edisi Januari 2011.

“Undang-undang RI Nomor 10 Th. 2000 Tentang Kepariwisataaan”: Bab I, Pasal 5.

Weiler, Betty and Colin Michael Hall. 1992. *Special Intertest Tourism*. Great Britain: Belhaven Press.

Online Sources

<http://coretanpetualang.wordpress.com>