

DEVELOPING JAMU-BASED EDUCATIONAL TOURISM IN KIRINGAN HAMLET, BANTUL REGENCY, YOGYAKARTA

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Abstract

Kiringan Hamlet, located in Bantul Regency, is the only jamu-producing hamlet in Yogyakarta. The hamlet produces jamu (traditional herbal medicine) and sells the products traditionally. Almost a half of the hamlet's population have skill to make jamu. Based on this fact, the hamlet's existence gives hope for further development as an alternative tourist destination, especially in Yogyakarta. Therefore, this study was aimed at identifying the tourism potential in Kiringan Hamlet as well as processing it as a strategy for tourism development. This study was a descriptive study so that the data in this study was obtained by conducting interviews with local community, village officials, and tourism office staffs, field observation and literature study. The SWOT analysis results suggested that Kiringan Hamlet deserved quite high potential for serving as a jamu-based educational tourism site. Based on this quite high development potential, this paper then proposed the tourism development plan to be executed by the existing stakeholders so that this study could have significant implications for the efforts to develop tourism in the hamlet.

Keywords: Development, Educational Tourism, Jamu, Planning, Potential, Village

Introduction

Kiringan hamlet is a traditional herbal medicine production center located in Bantul Regency, Yogyakarta. In addition to serving as a producer, people in this hamlet also sell herbal products themselves. The traditional herbal medicine (called *jamu*) is produced in the traditional way in a home industry scale. The local residents get the ingredients from the market or from the garden, and then they gather and process them into various kinds of jamu in their homes individually, not in groups.

In relation to Yogyakarta as one of the major tourist destinations in Indonesia, Kiringan Hamlet has quite promising potential of tourism development. This is because Yogyakarta has any tourist object that offers jamu as its main attraction. Actually, there is a similar tourist object in Sleman. However, this object only introduces various kinds of herbs, not the production of jamu. Therefore, Kiringan Hamlet could be potentially developed as an alternative tourism, i.e. jamu-based educational tourism.

Educational tourism types in Yogyakarta are already widely applied, ranging from technology to culture, but jamu-based educational tourism has not existed yet. This is an opportunity for Kiringan Hamlet to develop its tourism

potential. Therefore, this study was aimed at formulating a model or concept of jamu-based tourism development in Kiringan hamlet given that there has been no real development of tourism potential of herbal medicine in Kiringan hamlet. In addition, this study was also aimed at exploring tourism potential in Kiringan hamlet, which can be used as jamu-based educational tourism and formulating strategy for the Kiringan hamlet development as a tourist object.

Literature Review

Educational Tourism

Studies on education-based tourism have been widely performed. Most of the studies showed a positive trend for the tourism development in the tourist areas (research sites). Goyal (2014) found that India is potential to become a major educational tourism destination in Asia. Meanwhile, Samah and Ahmadian (2013) showed evidence of the benefits of educational tourism for the economic and socio-cultural condition in Klang Valley community, Malaysia. This study finding provides recommendations to the government, especially the Ministry of Tourism, in order to initiate more educational tourism based programs. Moreover, Muslimin (2011) suggested that Bandung has several museums that can be used as educational tourism sites.

Ritchie (2009) in his book *Managing Educational Tourism* states that educational tourism refers to “tourist activity undertaken by those who embark on excursion for whom education and learning is a primary or secondary part of their trip”. In addition, Rodger (1998) says that the terminology of *tourism education* or *edu-tourism* refers to any tourism program or product offering in which participants travel to a location with the primary purpose of engaging in a learning experience directly related to the location. From these two definitions, it can be concluded that educational tourism is aimed to provide education and learning to tourists or visitors who come in a relatively short time (one day). Therefore, this type of tourism combines tourism activities and education so that it can extend the tourists’ length of stay.

Educational tourism can be in the forms of ecotourism, heritage tourism, rural/farm tourism, community tourism, and student exchanges (Bardgett, 2000). In addition, Tarlow (2008) stated that educational tourism may appear in a variety of formats such as school trips, spring break, study abroad, seminar vacations, skill enhancement vacations and educational cruises.

Education tourism is a way to give best education to students across the globe (Goyal, 2014). This phenomenon is certainly an opportunity for the realization of educational tourism to the segment of school students and college students. Meanwhile, Norida and Wan Akma Hazami (2013) who conducted a research on educational tourism in Univeristi Putra Malaysia suggested that there are some few factors that influence community’s acceptance of the educational tourism programs, i.e. program benefits, preventive measures for security, and the trained staff (host).

Tourism Planning

Inskeep (1991:25) defines planning as “*organizing the future to achieve certain objectives*”. Thus, planning is related to setting up and achieving specific objectives. In his book *Tourism Development*, Gartner (1996: 357-364) proposes the stages in developing a tourist attraction, namely (1) inventory, (2) assessment (quality, authenticity, uniqueness, activity expansion, drawing power), and (3) attraction mix (organic bunching, thematic appeal). Meanwhile, according to Yoeti (2008b: 48-49), there are several aspects that need to know in the tourism development:

- a. Tourists - know first the characteristics of tourists expected to come.
- b. Transport - know how the condition of transportation facilities to and from tourist destinations.
- c. Attractions - whether the attraction meet three requirements: something to see, something to do, and something to buy.
- d. Service facilities - whether service facilities are supporting tourism activities, such as accommodation, restaurants, public services, and so on.
- e. Information and Promotion – how is dissemination of information and forms of promotion to promote the tourist destination area.

In terms of stakeholders that should be involved in the tourism development, Gunn (1994: 5-9) claims that tourism development must involve three sectors including business sector, non-profit sector, and governmental sectors. *Business Sector* provides all the tourists’ needs like transportation, hospitality, food and beverage, laundry, entertainment and so on. *Non-profit Sector* refers to organizations such as youth organizations, professional organizations, non-profit organization, but has a role and a great attention to the development of tourism. *Governmental sector* is a sector whose role is to issue and implement laws and regulations.

Methodology

This study used a qualitative descriptive approach. So, it was an explorative research as it seeks to explore a problem with the help of informants. The data were collected through interviews, literature study, and observation. Interviews were done with informants like local community, village officials, and staffs of tourism office. Literature study was also conducted to explore secondary data related the research such as the village documents, newspapers, or other documents. Finally, observation was done to find potential tourist attractions existing in kiringan hamlet. This observation was done directly by observing the existing objects and analyzing them.

Data analysis was performed inductively, starting from the field or empirical facts by visiting directly to the field, and studying the phenomena on the field. Since using inductive reasoning, the formulation of the hypothesis is not required. Following are the inductive analysis stages according to Nasution (1988: 129-130):

- a. Data Reduction
Data reduction is choosing principal things in accordance with the research focus. Data reduction is a form of analysis that classifies, directs, disposes of unnecessary things and organizes the reduced data, provides a sharper picture of observations and facilitates researchers to look for it any time if needed.
- b. Data Presentation
Data presentation is a collection of composed information that allow for drawing conclusions and taking actions. It refers to a narrative analysis and **SWOT** analysis.
Making Decisions or Verification
- c. After the data is presented, the conclusion or the verification is then performed. Therefore, the researcher must find the most frequently occurred patterns, models, themes, relationships, similarities, and things, hypotheses and so on. From these data, a conclusion is then drawn. Verification is done by making a decision based on the data reduction and data presentation, which is the response to the issues raised in the study.

Results and Discussion

The Characteristics of Tourist Object (Strengths and Weaknesses)

According to SK Menparpostel No. KM 98 PW. 102 MPPT - 87 in Sinaga (2010), tourist object refers to “a place or natural resources that are built and developed so as to have the attractions to be visited by tourists”. Things that can attract tourists to visit a tourism destination are natural amenities (climate, land forms, landscapes, flora and fauna, and others), man-made supply (historical, cultural, and religious objects), way of life (cremation ceremony in Bali, sekaten ceremony in Jogjakarta), and culture.

a. The strengths of jamu attraction in kiringan hamlet

- More than 50% or the majority of the population in Kiringan Hamlet are herbalists (jamu makers). 115 of the total 225 households in the hamlet have a job as an herbalist. Types of jamu that are sold are diverse, such as *kencur*, *kunir asem*, *uyup-uyup cabe puyang* and many more. Kiringan hamlet is renowned as an area of traditional jamu producers in Yogyakarta. So this is great potential to be developed into a tourist area with jamu as its main attraction.
- Community activities in selling jamu is a tourist attraction that is worth visiting. Kiringan hamlet community starts working in the morning at 04.00 with making jamu, which will then be sold in the morning. But some make jamu in the morning and sell them during the day. At the time of the distribution and sales of jamu products, they use bicycles, called Onthel, going around peddling jamu to the outside of the hamlet. This is very interesting to see given that riding Onthel bicycles as a rural transportation is still very prevalent among kiringan hamlet community.
- The recipe, production and serving of jamu are done in the traditional way. Recipe used in making jamu is passed down from generation to generation. The process of making or compounding jamu is also done in a

traditional way. Some herbalists demonstrate the process of making jamu in front of their buyers. The way they serve the jamu is also unique, i.e. they use a traditional cup called *cawan* made from coconut shells which they claim to have carbon useful for health.

- The raw materials used to make jamu is taken from nature (herbs). These herbs are planted their own and some are bought in shops and markets. The herbs as natural ingredients are turmeric, lime, rice, *dawung*, galingale, ginger, salt, tamarind, sugar, and so forth.

b. The Weaknesses of jamu attraction in kiringan

- The jamu bottles are less hygienic. The herbalists also use aqua bottles and plastic bags to store the ingredients. Materials such as aqua bottles are disposable equipment that are less hygienic. These bottles are often used over and over again so it must be cleaned.
- In making and mixing the jamu, the sellers use hands without gloves. Although they have washed their hands with water, but the sellers hold unclean objects such as bicycle handlebar, money and others.

The Potential Market

a. Existing market

As a jamu-producing hamlet which is already known by the local communities, in particular those living in Bantul, Yogyakarta, kiringan hamlet has not been established as a tourist village. The hamlet is only known as the producer of jamu so there has never been tourists who come individually or en masse.

b. Potential market

Yogyakarta is a tourism destination well-known by both foreign and domestic tourists. The large number of tourists make the tourist objects in the region grow. As an area of jamu producers, kiringan hamlet is potential to be developed into a tourist area. Kiringan hamlet should be able to make benefit of tourists who come to Yogyakarta as a potential target market. Target or potential market is mass tourists as well as school children and groups of teenagers who want to learn about herbal medicine, especially jamu.

The Strengths and Weaknesses of External Components

a. Amenity and infrastructure

In Kiringan Hamlet, amenities like public area and infrastructure are still inadequate. As a hamlet area, its infrastructure is very simple, such as roads and public facilities. However, public spaces such as *pendopo* (Javanese traditional hall), bins and public lavatories do not exist. Actually, these are needed to support the region into a tourist area.

b. Accessibility

Roads to access the area of kiringan are good, but the road signs are still less. Cantilevers are needed in the area development into a tourist area. These will facilitate the tourists on the way to the area of kiringan.

c. Management and Human Resources

There is no tourism management in Kiringan to manage the area as a tourist area. This area is known as the only small-scale producers of traditional jamu. As a small-scale industrial area, this hamlet has a cooperative to help people develop traditional jamu business without having to manage the area as a tourist area. Another disadvantage is the inadequate human resources. People in this hamlet are still living traditionally and simply.

d. Promotion and marketing

Kiringan hamlet has not yet become a tourist area and has no management, promotion and marketing. This hamlet only has a cooperative to only manage people finances and to help in the development of jamu business. This is not directly related to the promotion of kiringan as a tourist area.

e. Sources of funding

As a site with tourism potential, Kiringan hamlet, so far, is only known as the area of jamu producer. Therefore, there is no source of financing to support the development effort of kiringan hamlet into a tourist area.

Opportunities and Threats

a. Opportunities

- Yogyakarta is known as an attractive tourist destination. The tourists visiting Yogyakarta are a potential market that can be pulled to visit the kiringan hamlet. Moreover, students and several travel agencies which are keen to learn and enjoy herbal educational tour will also be a potential market.
- Rapid technological development will greatly assist in developing kiringan hamlet into a tourist area. Promotion can be done through a variety of websites and blogs considering that the Internet users are getting more and more.
- The development of jamu business is relatively stable. As the community business, jamu has been the livelihood to generate income. This condition causes this business to be prolonged so that it is very potential if developed as a tourist area.

b. Threats

- The circulation of modern medicines other than herbal medicines threatens the existence of jamu in society remembering that the public use more chemical drugs compared with herbal medicines.
- The regeneration of herbalist decreases due to the declining interest of young people to learn how to make jamu. Those making jamu are averagely parents. This would affect the development of kiringan hamlet as a sustainable tourist area.

- Herbal raw materials to make jamu will be increasingly hard to find. The increasingly growing physical development will cause the land to grow herbs narrower. Currently, some herbs are obtained from outside the kiringan area, such as stalls and markets. If the herbalists do not grow their own herbs, the production costs would raise up and threaten the sustainability of jamu business in kiringan.
- Another tourism objects which are more interesting will be the bottleneck in the tourism development in kiringan. As a major tourist destination in Indonesia, Yogyakarta has been providing manifold attractions. Thus, the visitors will be more selective in determining the objects to be visited.

To determine the grand strategy, this study employed the SWOT matrix as shown in Table 1, which was made based on the field observations.

Table 1
The Strengths-Weaknesses-Opportunities-Threats (SWOT) Matrix

<p align="center">STRENGTHS – WEAKNESSES</p> <p align="center">OPPORTUNITIES – THREATS</p>	<p align="center">Strengths (S)</p> <ol style="list-style-type: none"> 1. More than 50% of the population are herbalists 2. Community activities in selling jamu are an interesting attraction to visit 3. Recipe, production and serving of jamu are done in the traditional way 4. The raw materials used to make jamu are taken from nature (herbs) 5. Roads to access kiringan are good 	<p align="center">Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Less hygienic Jamu containers/bottles 2. Making jamu without hand-gloves 3. Inadequate amenities such as lodging, public areas and infrastructure 4. No tourism management 5. Inadequate HR 6. No promotion and marketing 7. No source of financing
	<p align="center">Opportunities (O)</p> <ol style="list-style-type: none"> 1. Yogyakarta is known as an attractive tourist destination 2. Rapid technological developments 3. Relatively stable development of jamu business 	<p align="center">S-O STRATEGY</p> <ol style="list-style-type: none"> 1. Introducing tourist attractions in general and more widely to the prospective tourists 2. Making benefit of information technology such as the Internet to attract tourists
<p align="center">Threats (T)</p> <ol style="list-style-type: none"> 1. Chemical drugs distribution in the society 2. Decreasing regeneration of herbalists 3. Raw materials increasingly hard to find 4. The development of other attractive tourist objects 	<p align="center">S-T STRATEGY</p> <ol style="list-style-type: none"> 1. Improving the quality of jamu attractions and tourist area 2. Regenerating the younger people 3. Making self-material supply through the herb garden program 	<p align="center">W-T STRATEGY</p> <ol style="list-style-type: none"> 1. Making intense promotion to introduce kiringan to tourists 2. Encouraging young people to engage in tourism development

Strategy of Developing Tourism Potential Kiringan Hamlet

Attraction

To be able to become a good tourist destination, then we must develop three things (Yoeti, 1995), including something to see, something to buy, and something to do. With the conditions and SWOT analysis above, it can be seen that kiringan hamlet is potential enough to be developed as a jamu-based education tourism area.

- a. *Herbal Education Center*; it is intended to educate visitors about making jamu. It can be done by visiting medicinal plants in the garden. This medicinal plants are planted in small gardens in the courtyard of the people’s houses. Visitors will be guided how to select herbs to be used as

ingredients for producing traditional jamu and then tourists will be taught directly about how to make a kind of jamu in the Herbal Center.

- b. *Herbal Cultural package*; it is a tour package provided exclusively for independent visitors with less than 10 people who want to know how to produce jamu products, starting from the selection of ingredients, processing and serving. Visitors will be guided exclusively in the people's homes to participate in all these activities.

Amenity and infrastructure

In developing amenities, the visitors' needs and the existing regulations should be considered. The amenity development in kiringan hamlet should be directed wisely in order not to disturb and destroy nature, such as not building permanent buildings in areas that are prone to damage. Based on the observations, there are several amenity-related plans to be made:

- *Stage 1*: After the establishment of management, some main facilities are built: a) a gate that characterizes the hamlet as a jamu producer and b) public lavatories/toilet for visitors.
- *Stage 2*: To improve the satisfaction of the visiting tourists, several facilities are built: a) the parking area (land is available). The parking lot should easily absorb water.
- *Stage 3*: This stage is to increase the satisfaction of tourists by adding additional amenities such as: a) rest area and b) food counters which serve food and beverages.

Accessibility

In case of accessibility, the roads are good enough to reach Kiringan hamlet. The roads only need street signs so that the visitors can find the hamlet easily.

Promotion and Marketing

The seminar publications and cooperation with the agency can be funded by the cooperation with the sponsor. In addition, the brochure and the website may not be funded by the sponsors of this program so it can be done by self-funding. Meanwhile, the promotion through souvenirs can be done with creative businesses that use their own capital.

The staging and implementation of the development plan of promotion and marketing can be made with the following stages:

- *Stage 1*: The seminar publications on herbs and jamu-based tourism are conducted to introduce herbal medicine culture as one form of alternative tourism. As a culture, jamu can be developed into a promising alternative tourism. Kiringan deserves this potential as a jamu producer in the Yogyakarta. This stage will be held in conjunction with the establishment of management that will manage tourism in kiringan.
- *Stage 2*: making cooperation with stakeholders such as schools, agencies and travel agents. This stage is done right after the establishment of management as an initial effort to attract tourists and introduce jamu-

producing hamlet as an educational tourism. This cooperation is to facilitate the promotion and get tourist arrivals en masse.

- *Stage 3*: making brochures and websites. This stage is implemented as a business development and marketing to gain more potential tourists. By leveraging technology, promotion via the website (Facebook, twitter, blogs, etc) is better.
- *Stage 4*: promotion through sales of souvenirs. This stage is done after tourists come to the hamlet. It will attract and impress them. This business is conducted within the framework of promotion and marketing. Souvenir sales is intended to give a good impression to tourists so that tourists intend to re-visit in the future.

Management and HR

The education and training program can be done by stakeholders and will be funded through cooperation with the stakeholders. In addition, business innovation and HR regeneration can be done by self-funding.

The staging and implementation of the management and human resource development can be done with the following steps:

- *Stage 1*: Education and training program on the management and operation of tourist area are made to establish and make HR become a reliable and resilient manager. This training is held in conjunction with the establishment of Kiringan tourism management.
- *Stage 2*: The business innovation is made by the management. This stage facilitates herbalists to do activities as a maker and seller of jamu and, at the same time, contribute to the tourist attraction where the tourists can witness the uniqueness of their activities.
- *Stage 3*: Young people are involved in the development of Kiringan Hamlet into a tourism area. It is implemented as an effort to sustain the successors of herbalist in Kiringan.

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