

PERSEPSI MASYARAKAT KAWASAN GEO HERITAGE LAVA BANTAL (STUDY LAVA BANTAL DI YOGYAARTA)

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Abstract

Penelitian ini bertujuan untuk mengetahui tentang persepsi masyarakat yang tinggal di kawasan Lava Bantal, sebagai cikal bakal gunung api di Pulau Jawa yang belakangan berkembang menjadi himpunan gunung api strato dengan erupsi eksplosif, di sepanjang Pegunungan Selatan Pulau Jawa, singkapan ini tergolong langka dan terbaik. Sampai saat ini pemahaman masyarakat tentang lava bantal yang mempunyai keunikan dan satu-satunya di dunia, masih rendah terbukti masih kurang memberikan perhatian serius. Untuk itu sangat diperlukan transfer knowledge dari para ahli kepada masyarakat sebagai potensi wisata, yang berdampak pada peningkatan kesejahteraan masyarakat. Riset dilakukan secara library riset dan pengamatan atas perilaku masyarakat tentang potensi geo-heritage lava bantal. Teknik analisis dengan menggunakan pendekatan kualitatif. Hasil riset ini diharapkan mampu menjadi salah satu informasi bagi para pengambil keputusan untuk segera dilakukan perbaikan dan kerjasama semua pihak agar dapat mendorong para pelaku pariwisata mampu mengambil peran yang lebih besar agar tujuan tersebut bisa tercapai.

Keyword : Lava Bantal, singkapan, transfer knowledge, geo-heritage.

Community's Perception on Pillow Lava Geoheritage

(Study in the community at the Pillow Lava area in Yogyakarta, Indonesia)

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Abstract

This study aims to know the perception of community surrounding Pillow Lava which is the earliest former of volcano's in Java island and lately develops become strato volcano with explosive eruption along mountainous Southern Java Island. The Pillow Lava is definitely one of the most rare and its the unique one in the world. Unfortunately, the people whose lives surrounding Pillow Lava does not care of their environment including the existence of the potency of Pillow Lava as the exotic geological heritage tourism. This study founds that the local people surrounding Pillow Lava's area does not have knowledge about what the value they have in their area. According to those, the transfer of knowledge from the experts are really needed for the community in that area of study. As the community realize of what advantage they have and they can do empowering the resources, it will end up to the increasing of the community welfare. This research conducted as library research and observation on the community in the Pillow Lava's area about the potency of Pillow Lava as geoheritage tourism. The analysis technic using Qualitative approach. The result of this study can lead the next researcher and the decision maker in order to develop the Pillow Lava as the geoheritage for tourism and in the same time to maintain the environment.

Keywords: Perception, Pillow Lava, Transfer of knowledge, Geoheritage

A. Introduction

The demand on tourism sector always increase even in the economic global crisis. The need of the people on tour, especially on ecotourism are getting more interested. The uniqueness of the nature spot area attracts people to visit. If this location develop as edutourism, tourists will be able to explore the knowledge and study the certain point of the nature and will lengthen their stay in that area.

Indonesia is the biggest archipelagic state in the world have a lots of attractive tourist destinations. As Paris Hilton, the grand daughter of the owner of Hilton Holtel. Said “ I love Indonesia, true paradise, so happy relaxed”. David Beckham the famous football player said, visiting Indonesia and give me extraordinaire experiences..., I’ll come back here again.... So did the President of USA Barrack Obama said “I will never forget Indonesia, The geographic condition, the people, and also the foods, especially bakso and satay. (Soelaeman, 2014).

One among the tourists destinations in Yogyakarta is Pillow Lava Geoheritage. Pillow Lava is big black shiny stone which its texture similar to pillow. This kind of stone indicates as the lava the past millions years. It was the fluid lava in the very high temperature as the result of volcano eruption that rapidly frozen caused of water, and its formatted looks like thousands of pillows. Pillow Lava (in bahasa Indonesia we call it Lava Bantal) appears because of the water of Opak river’s stream. This interesting and attractive nature phenomenon identified the beginning process of the establishment of the first ancient volcano in Java island. The Pillow Lava can be found in many places in the southern Java island, there are in Berbah (Sleman,Yogyakarta), Bayat (Klaten, Central Java), Pacitan (East Java) and in Jampang (West Java).

According to the geologists, The ancient Volcano is used to located in under the sea. So, the eruptions from the bottom of the sea and the pillow Lava as the frozen material from it. The layers of the stones with the bright grey-white colour identified as the result of the rest of volcanic ash from Strato volcanic eruption. that located in the other side of river. This thic vulcanic ash layer shown the activity of the ancient volcano 36 million years ago. Pillow Lava which is located in Kalitirto and Jogotirto village, Berbah Subdistrict, Sleman Regency can be seen as frozen stones site, side by side with the rest of volcanic ash at the Opak riverside catagoried in rare and the best. And in the same time as the representative of the beginning of volcanos appearence in Java island.

The result of observation at the area of this study is that the people in the Pillow Lava area doesn't understand about the uniqueness of their potencies area. Depth-interview with some of the local people found that they do not have knowledge about Pillow Lava. But they respond positively the development of Pillow Lava to become touristic area even if the government need them to move their houses from the certain site. The governor of Yogyakarta already declare that Pillow Lava is one of Geoheritage site and some building such as main hall, toilet, prayer room, store and parking area was built. The local community tourism institution had been established by the government years ago, but since then there is no actitvity until now. On the other side Pillow Lava is now getting more and more visitors. Based on that condition, it is necessary to know the perception of the community about the Pillow Lava in the area of the study

B. Literature Review

Team of the geologist of UPN "Veteran" Yogyakarta finding the best tourists site of the Pillow located in Sumber Kidul, Kalitirto Village, Berbah Subdistrict, Sleman Regency, Daerah Istimewa Yogyakarta. This spot as the main gate of the adventure to the era of 60 million years ago. The first surprise is when finding the big black shiny stone in the Opak riverside which its structure similar to pillows. This kinds of stone identified as the ancient material. This stone indicates as the lava the past millions years. It was the fluid lava in the very high temperature as the result of volcano eruption that rapidly frozen caused of water, and its performed looks like thousands of pillows. Pillow Lava (in bahasa Indonesia we call it Lava Bantal) appears because of the frictions of the water of Opak river's stream. This interesting and attractive nature phenomenon had had identified as the beginning process of the establishment of the first ancient volcano in Java island.

Pillow Lava in Berbah was predicted as the fluids of 30 million years ago eruptions and its identified as the former of volcanos in Java Island which is now developed as strato volcanos with explosive eruption along southern of mountainous Java island. And its believed that it has the best appearance and in the same time as representation of the past.

According to those above, Indonesia Tourism should be leading in the Regional ASEAN in attracting tourists to come visits. Unfortunately this big potency is not yet optimalized. According to the Data of Tourism Ministry, at the end of July 2016, the visitors came to Indonesia is about 6.32 million people (increased 7.64% from 2015). Indonesia is the lowest compare to Malaysia 24 million people per year, Thailand 15,9 million people per year, while Singapore 11.638 million people per year (**TEMPO.CO, Jakarta, August, 2016**).

The concept of transfer of information or transfer of knowledge consist some activities to get the aims, strats from the vision, mission and then derified into middle term and short term aims accurately, sistimatically, focus and rationally.

The opportunity of success of an organization is more depend on good planning. As Purwanto in Diki (2012) said that The fundamental frame for organization to be able to perform the vital continuity and in the same time have power on adaptation to the changing environment. Furthermore Hart and Miller in Diki (2012) formulating in the comprehensive about the pattern of consistence, unity, integral decision.

Indonesia as tourist destination, especially on geological heritage have unreplace potencies and uniqueas a capital in developing tourism. One of unique potency in Yogyakarta is Pillow Lava in the Opak riverside. As the demand on tourism never decrease even in the crisis situation, people need to be relaxe and refreshing. Evenmore the income per capita in Indonesia and in ASEAN getting high and high. So, the possibility of the increasing of the demand of tourism.

Yogyakarta well-known as tourist destination. According to the Ministry of tourism, Yogyakarta in the ninth rank of tourist destination as *the Best Sevices Cities*. IN the fifth rank in *the Most Favorite Destination Cities* especially for Malioboro street as *the Most Favorite Destination Sites*. In the third rank the best province in tourism development. There are many more things that can be develop with the uniqueness and the speciality of Yogyakarta in order to lengthen the stay of the tourist in Yogyakarta. How to make the tourist willing to get involve in the activities in Yogyakarta. The length stay of the tourist will increase the income of the people in the area and in the end will impact to the community welfare.

C. The strategy to increase the competitive advantage through Knowledge

The competitive advantage determined by the mindset and ability of the strategic leader and the local community in the area of study. Mindset is how mankind interpreting the world and surround where in which they can co-exchange. Mindset use to call as cognitive schema, mental-map, or paradigm. Human ability is limited to absorb and information process. While the information environment not just rich in content but also complex and evenmore confusing and always changing. Finally, we consistently facing the problems of how to unempower from the complexity and confusing information surround us. We face this chalange by filtering process, we are selective of what will we absorb, but can not avoid from bias in how we predict what we absorb. Mindset as basic on the appearance of perception about an object. The ability or organization knowledge compare to the competitor in offering superior value to the market, with all the unique/ distinctive capabilities (Spanos & Lioukas, 2001; Rivard, Raymond & Verreault, 2006). Knowledge is a fundamental factor in creating competitive advantage. Davenport and Prusak (1998) believed that knowledge management have to combine or mix the internal manufacture administration strategic and the competitive advantage.

Knowledge is a fluid mix of framed experience, values, contextual information, expert, insight and grounded intuition that provides an environment and framework for evaluating, and incorporating new experiences and information. Knowledge-based activities of developing new products, services, and processes become the *primary* internal function of firms attempting to create the greatest promise for a long-term competitive advantage (Tiwana, 1999).

D. Discussion

This research conducted in the community of the Pillow Lava area in Kalitirto village, Berbah subdistrict, Sleman Regency, and the official of POKDARWIS and the local leader. Data collected by in-depth interview and direct observation. Most of them said that they do not yet understand about the Pillow Lava and its uniqueness. Once they have informed at a glance by the team of Geologist of UPN “Veteran” Yogyakarta, but it was long time ago.

The next statement about the people perception including the local community leader about the development of Pillow Lava Geoheritage is that their mindset is not yet well organized and they do not have eager to looking for the informations. This study finding the social friction that potentially as constraint in developing Pillow Lava geoheritage in the future. Pillow Lava in the right side of the river (western river) located in Sumber Kidul, Kalitirto Village. But this Pillow Lava can be seen clearly from the otherb side of the river (eastern river) which is located in Watuadeg, Jogotirto Village. The main gate of the Pillow Lava Geoheritage is in the Watuadeg, Jogotirto. So, the income from parking area belongs to people of Watuadeg, Jogotirto. On the other side, people of Sumber Kidul, Kalitirto got nothing from the existence of Pillow Lava. More over they have to move their house if the Pillow Lava development begin. This social friction will impact the development of Pillow Lava as the Geoheritage

Another social friction is the low of the mindset of the people in the surrounding Pillow Lava area. The unharmony perception between the local community leader with the local government, indicate by the low of their similar perception or understanding about the

development of Pillow Lava potencies caused the POKDARWIS in the area of study vacuum of activity since the establishment of this institution.

E. Conclusion

The social friction and the low of mindset of the people leads to the low of the perception of the people , the local leaders, and the officials of POKDARWIS impact to the less optimalizing of the unique potency of Pillow Lava as Geoheritage in Yogyakarta.

F. Recommendation

The government should pay serious attention to the social impact of the development of the Pillow Lava ancient geoheritage. The academicians should be invited to transfer the knowledge about the uniqueness of the Pillow Lava and its potencies in order to keep maintain the nature environment while develop economic welfare of the community.

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