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Tourism Potential Mapping using Ethnographic Approach: A Case of Margomulyo, Kabupaten Bojonegoro

¹Sri Kussujaniatun, ²Teguh Kismantoroadji and ¹Hari Kusuma Satria Negara
¹Faculty of Business and Economics,
²Faculty of Agriculture, University of National Development “Veteran” Yogyakarta,
Yogyakarta, Indonesia

Abstract: In Indonesia, tourism development has been started by utilizing its potential and turning it into local tourism industry. In facing the tourism business competition, Bojonegoro regency needs creativity and innovation to develop creative tourism industry and tourism village. This research aims at mapping the tourism mapping in Margomulyo District, Bojonegoro. The research’s basic method is descriptive analytical using ethnographic approach. The results are tourism potential mapping; the high tourism potential from the teak root tourism needs a rest area, the existence of cultural tourism of Samin ethnic needs to develop the local wisdom, cultural goodness and harmonization between the nature and the visitors and Anggoro Kasih Agrotourism as the tourism village and guava plantation center, teak root potential mapping; the mapping shows high nature potential from the teak root’s superior product and its lengthy sale distribution. After conducting analysis, there is a need to synergize local government which is Tourism Department of Bojonegoro Regency, society and tourism business agents in improving the tourism potential. Those elements must synergize to reach the same goal and give positive influence to the society, especially in economy aspect.

Key words: Nature and tourism potential mapping, teak root mapping, ethnography approach, development, industry, Bojonegoro

INTRODUCTION

Bojonegoro Regency is a fertile agricultural land that is rich of natural resources as well as oil and gas with the undeveloped agrotourism potential. The topography of Bojonegoro Regency is dominant with the hills at the South side (Kapur Selatan Mountain) and at the North side (Kapur Utara Mountain) with the lowland in between along Bengawan Solo which is the fertile agriculture area. Bojonegoro regency is one of the teak producer areas in Indonesia. Teak is mostly grown in Karst mountainous areas. The green economy concept can be applied by developing the variety of teak and other plants in the areas that used to be Karst mining which is the mid point of this research. Bojonegoro regency in 2013-2018 period has a plan of Medium-term development by developing creative industry, economy-based tourism, sports, natural-based culture and tourism village.

MATERIALS AND METHODS

Tourism is a highly complex activity (Fadahunsi, 2011; Bunruamkaew and Murayama, 2012). Thus, it needs

a serious management. In facing tourism business competition, creativity and innovation are surely needed. A tourism industry can be developed using several ways such as by developing local potential. Prior research about tourism development was conducted for example research done by Vitasurya (2016) about local wisdom for the sustainable development of rural tourism in Kalibiru and Lopati Village, Yogyakarta Province, Gomez *et al.* (2015) conducted a research on the priority maps of wine tourism destinations using empirical approach in five wine regions in Spain. Meanwhile, Sesotyningtyas and Manaf (2015) conducted a research on analysis of the sustainable tourism village development at kutoharjo village, kendal regency of Central Java. A restructuring process in tourism industry can give opportunity for the development from the new choices (Gomez *et al.*, 2015). While this research is about tourism potential mapping related to teak root done in Margomulyo District, Bojonegoro Regency. Tourism mapping based on teak root provides great opportunity to increase foreign exchange. Besides, the development of the teak root will increase the income of the society. It also can involve the women to improve women empowerment so they can

support the economy improvement of their family. The research about women empowerment has ever been conducted by Kussujaniatun.

Kismantoroadji (2008) exposes that the study about plant-based tourism strategy development is very crucial since Indonesia has rich biological diversity. Kismantoroadji describes the importance of developing a community based on sustainable agro ecotourism in the areas based on their own characteristics. The development of the sustainable tourism can be seen from the three significant aspects, which are environment, social and economy aspects (Fennell, 2003; Baker, 2006; Mowforth and Munt, 2008; Risteskia *et al.*, 2012; Sesotyanyngtyas and Manaf, 2015). Based on the literature review, tourism potential mapping based on teak root has never been conducted before. In this research, besides mapping the tourism potential based on teak root, it also seeks to develop the tourism potential by analyzing it using ethnography approach. Thus, it is expected that using this result by cooperating with Bojonegoro Government, especially Margomulyo, they can provide guidance in improving the teak root tourism so it can be superior product.

Tourism potential mapping: The mapping method in this research applies the same method conducted by Vitasurya (2016). This research emphasizes on the involvement of the target as active subject, making their experience as integral part in this research, indicating the problem and solving it by targeting the empowerment context from the research subject. Besides this research also conducts field observation and interview the local community as well as literature study and institution survey. Data gathering is done to involve the community in tourism activity; the profit of the tourism village development is used for the housing environment and the chance for the community to get fixed income (Sesotyanyngtyas and Manaf, 2015).

Strategy of Tourism Area Development Indonesia has a lot of potentials and natural resources that have not been developed optimally, including tourism sector. To make the tourism sector development steadier in supporting development target achievement, there is a need to develop products that are related to tourism sector. Tourism development is strongly related to personality values and national culture development by utilizing all beauty potentials and natural richness in Indonesia. Utilization means managing and sustaining each potential and combine all potentials into tourism attractiveness. Therefore, the attractiveness of the tourism must be designed and managed professionally based on certain criteria so it can attract the tourists to come and visit. Generally, the attractiveness of a tourism object is based on resources that may prompt the feeling

of happiness, beauty, comfort and hygiene, high accessibility of the tourism object that enables the tourists to visit easily and the existence of a special/rare specification in the tourism object. In this case, the teak root is turned into amazing tourism if combined with eco green.

Research method

Ethnographic model: Non-anthropology researcher may not be familiar with the term of ethnography. According to Koeswinarno ethnography is writing about a certain ethnic, commonly written by an anthropologist. This writing is not merely like what a journalist does in presenting a feature but it is about a process in which an ethnographer may need a very long time can be months or years and reviewed with a field research. In anthropology, ethnography writing is a very typical style, so in its development ethnography is considered as a method. The main technique of this method is observation of the participant and open in-depth interview. Therefore, this research conducts a study in high level by understanding the thoughts, the behavior and the culture of society.

Spradley's ethnographic model: The description by Spradley about how an involved observation must be conducted and what the targets are. It seems that he has a concern on cognitive anthropology. Spradley emphasizes more on cultural knowledge although it is hidden from view; it is a significant part to explain a culture. That is why Spradley states that culture is an acquired knowledge that people use to interpret experience and generate behavior. Culture is a set of ideas that are established as the guidance for the people to behave. Spradley even explains that ethnography is the research of describing a culture. Furthermore, the central aim of ethnography is to understand another way of life from the native point of view. Reading the culture by learning from the society is a significant part of ethnography.

RESULTS

The results obtained in this research are the mapping. The mapping is done by observing the data from the government and the society and conducting interviews and observation to the need of the right mapping. The maps are about the tourism potential, the right plantation in the site (used to be karst mining) production line and teak root marketing.

Tourism potential mapping

Rest area: Bojonegoro government has a plant to build two locations for the rest area that function as the

entrance gate in Bojonegoro Regency. The district government of Margomulyo plans to locate the rest areas in lands that belong to the government of the village. They are located in Watu Jago, firstly planned to be located around the site of teak root craftsmen or in Geneng Village. However, due to the unavailable location then it is moved to Margomulyo. The government allocates the budget of Rp. 200,000,000 in 2017 to build rest areas that function as display locations. Rest area or display area must be designed well so that they can be used as marketing location or products sales produced by Bojonegoro Regency and Margomulyo District, especially teak root crafts, Jonegoro Batik, corn products, red guava products and so on.

Samin cultural tourism: Nawacita (nine programs) followed by mental revolution is the main program of the government of Indonesia. Mental revolution can be returned and developed like in the previous governance era which is by returning to the local wisdom. Local wisdom owned by Bojonegoro is the culture and values of Samin ethnic. Samin ethnic is located in Jepang, Margomulyo Village, Margomulyo District in forest area with the area of 74.733 ha. This location is around 4.5 km from the center of Margomulyo District. The tourism potential focusing on the local wisdom is expected to increase the tourists both domestic and international tourists.

Anggoro kasih tourism village: The development and utilization of the location in margomulyo is by creating tourism village that is expected to become tourism destination for the people of Bojonegoro and around it. The concept of tourism village called anggoro kasih is a natural tourism located around the river of Bengawan Solo which is the center of guava plantation. The tourism village of Anggoro Kasih was officially established on December 22 in 2015 by the Regent of Bojonegoro. This tourism village plans to be facilitated with flying fox, tracking, camping area and so on.

Mapping of teak root potential

Mapping of production line: Teak root craft in Margomulyo District is one of the great root craft centers in Indonesia. Root craft is a craft obtained from the teak root with the age of 40-80 years old. Currently there are 78 craftsmen in Margomulyo District. Root craft started and developed in 2002. Thus, the root craft needs many raw materials to be processed by the craft workers. Based on the survey using interview to the craft workers, the raw materials are taken from the regencies around Bojonegoro (Table 1).

Table 1: Location of obtaining raw material

Cities	Amount (%)
Bojonegoro	30
Blora	30
Nganjuk	30
Saradan and Madiun	10
Primary data	

The problem that frequently occurs in furniture industry is the availability of the raw material. The raw material of root is a raw material that is difficult to be renewed, it is obtained from several cities as shown in Table 1. The craftsmen in Margomulyo District have the stock of Rp. 100,000,000 up to Rp. 500,000,000, according to the capital ownership of each craftsman. There are various raw materials owned by the craftsmen, ranging from small to big size. Processing time of the root depends on the type of the product that will be processed. If the product is in small size for example fruit basket, ashtray, small table then each craftsman can produce 10-20 units each day. However, for bigger size such as chair, coffee table and other products they may take around 2 weeks to make those products. These activities include purchasing, production and selling. Processing cost efficiency and product quality are the main keys in production process. Production cost can be categorized into 2 product types which are standard product and art product. Standard product is the product that is commonly ordered or made by the craftsmen. The types of standard product are chair, table, fruit basket and so on. The processing cost of these products is around 30% from the products buying cost. After processing the products then the products are sold, then the product cost will increase up to 200% or is almost twice as much as the product-buying price. The products produced are half-done since if they are completed up to the finishing step then it will not add significant value. This indicates the importance of training to the craftsmen so that they can compete and increase their selling price of the creative and innovative products, especially in product design. Art products do not have standard cost or average cost; it is because art products are products obtained from natural condition.

The selling price can reach 1000% from the buying price. It is because the products are bought by hoarders who do not know about art and then resell the products to other collectors for example, buying raw material Rp. 1,500,000, processing cost Rp. 300,000, selling cost up to Rp. 20,000,000. One of the obstacles for the craftsmen in Margomulyo is the inability to process the products based on the best specification/ready to export. Therefore, all of the products produced are intermediate goods. Products with export quality must have certain water content. Such condition needs bigger oven while in

Table 2: Buyer's hometown

Home town	Wood buyers (%)
Yogya	33.19
Jepara	21.90
Solo	13.94
Bali	9.29
Sukabumi	5.53
Klaten	5.31
Bojonegoro	4.20
Magelang	2.43
Magetan	2.21
Semarang	1.99
Blora	1.77
Blitar	1.11
Cirebon	0.66
Ngawi	0.44
Jakarata	0.22
Mojokerto	0.22
Pasuruan	0.22
Saradan	0.22
Serang	0.22
Sragen	0.22

Primary data

Margomulyo such oven is not affordable due to the limited fund. Renting oven from Yogyakarta costs Rp. 550,000 per day. This high cost becomes the obstacle for the craftsmen. Root craftsmen in Bojonegoro have various product designs. However, the innovation to develop the design is low and thus the local government provides training for the craftsmen. Currently, the designs made by the craftsmen are mostly from the buyer's orders.

Marketing channel: The marketing distribution line must be well-managed and the promotion must be done to increase the sales. Marketing or seling the root in Margomulyo has a very lengthy chain, reaching 9 chains. Such long chain makes the craftsmen to be dependent on the buyers.

Sale location: The sale location of the root in Margomulyo is mostly located in the craftsmen's location, in which the buyers come to the location. Identification of the buyers; the buyers of the root in Margomulyo are stores/business/individuals that will resell the products to others. The buyers are mostly from Java and Bali (Table 2).

Craftsmen in Margomulyo have no business entity and all of them sell the products privately so the transaction is limited. The limited information and ability of the teak root craftsmen in Margomulyo becomes their limitation in conducting direct sale to the consumers and end users. Moreover, most of the consumers are foreign people who need the communication ability, business corporation and ability to do export and import over countries. There are numerous factors influencing sale and marketing of the root such as raw material, processing, condition of social and safety stabilization and condition of global economy. Purchasing and selling

transaction in Margomulyo is very high in which based on the data recorded in Paguyuban Jati Aji, there are 50 until 80 delivery trucks each month. The transaction cost for each ranges from Rp. 30,000,000 to 40,000,000, so the total transaction each month in Margomulyo is around 1.5-3.5 billion. If there are 78 craftsmen in Margomulyo then each craftsman approximately will get the profit of 19 million up to 41 million.

DISCUSSION

Potential and Attractiveness of Margomulyo. The local wisdom tourism in Bojonegoro is still reserved well until now which is Samin ethnic. Samin people are those who fight against the Dutch, known as Saminisme Movement, led by Ki Samin Surosentiko. The location of Samin people has the prospect to be developed as natural and cultural tourism by providing 1 day trip to get to know Samin ethnic that can be done by conducting activities that are done by Samin people. Another idea is by developing a tourism package of homestay with the Samin people so that the tourists can know more about Samin people. Geographically, Bengawan Solo flows through Bojonegoro. It flows from the South as the border of Central Java Province then flows to the East, along the North side of Bojonegoro Regency. The North side is the fertile land with the extensive farming. This river flow has been utilized well by the society as Anggoro Kasih tourism village which is the central of guava plantation. In the harvest time, the number of the guava is so abundant that the society is unable to sell of them. Based on the experiment area in Kedung Adem with 125 trees each month the trees can produce 100 kg of Guava. Then, it is expected that 9500 trees will produce 11.875 kg each month. Therefore, technical implementation unit of farming tries to cooperate with Buavita to process the guava if each month the harvest can reach up to 10.000 kg. The plantation is done along the banks of the river of Bengawan Solo in Kalangan Village and it is expected to develop more until it reaches Margomulyo District.

The area of Bojonegoro is about 320.706 ha and 40, 76% of it is forest (93.833,36 ha) and 59, 33% of it is farm, field, yard and so on. Therefore, the natural resources potential is teak wood, besides other products results. With this great potential, Bojonegoro government tries to utilize this potential optimally to become industry commodity of wood and crafts that can provide economy value and high benefit as well as can provide job vacancy for the society. Currently, there are some businesses in industry sector such as furniture, teak root, crafts and souvenirs. Sustainable guidance and assistance are still needed due to the product competition in ASEAN economic era and global market.

Problems faced in tourism development: Generally, the problems faced in tourism development are the lack of promotion of the tourism potentials in Bojonegoro Regency. It results in the information discrepancy between the tourism package management and the interested tourists so that it leads to the low number of tourists or visitors in Bojonegoro; the lack of realization of local government in conducting tourism potential development, so that the tourism is still a plan. Local government must develop the infrastructures related to the local potential tourism especially in Margomulyo. Besides increasing local income, the society can also make use of them in economy aspects for example by selling the crafts products, Jonegoro batik and typical food from Bojonegoro; the lack of involvement of tourism industry, travel agency, hotel/inn and so on. Cooperation is really necessary and expected to improve the tourism so it can provide a special strength in this information and globalization era now a days. The role of tourism department is much needed related to the tourism promotion to the tourism industry.

Market aspect: Step that needs to be done in developing local tourism potential is by conducting market analysis. Market analysis aims at selecting the market targets that are potentially served. This selection is started by conducting market segmentation process which is grouping the markets into homogenous groups based on certain variables such as demography, geography and psychograph. The next process is measuring market potential bases on three analysis factors which are measurability, accessibility and substantiality (Mokoginta, 2000; Wirajaya, 2016). Related to the high competition level, the tourism management must be able to fulfill the needs of the interested tourist to get enough information about the country or the location that will be visited as well as the attractiveness and attractions. Thus, tourism promotion and marketing are the significant elements in developing tourism “when a destination is unavailable to tourist they find alternative destinations” (Durocher, 1994; Wirajaya, 2016). However, Tourism Department of Bojonegoro Regency has not utilized the technology advances optimally. The Tourism Department of Bojonegoro should do promotion for the local tourism by showing the local potentials in the website. By doing so at least the Tourism Department has provided information related to its tourisms. Partnership with various related sides local government. Local government which is tourism department of Bojonegoro regency is expected to be more active in conducting promotion about its local tourism potential. This is done by developing infrastructures and facilities, conducting cooperation with

some related sides and conducting investigation and improvement of the existing tourism assets. It is expected not only to increase the income of the local government but also the income of the partners and society. Tourism Business Agents Tourism business agents have significant roles in developing local tourism potential. It becomes a great strength in the information and globalization era like now. The promotion done by the tourism business agents becomes one of the attractiveness for the tourists. For example, by offering exciting tourism package that is affordable and interesting for the society. Society. In improving the local tourism potential, the society must also be involved in it. To develop their participation in the tourism development, there is a need of great effort. Therefore, guidance and empowerment for the society can be done by helping the capital so that their business can provide job vacancy for the society around them (Wirajaya, 2016). University/Academician. Universities are expected to produce human resources that are able to apply knowledge and technology widely in the society and able to provide great ideas to contribute to the society. For example, student study service program is expected to give empowerment for the society and preserve and improve the quality of the object and the local tourism attractiveness.

CONCLUSION

The conclusion of tourism potential mapping using ethnography approach is: the observation and mapping indicate that tourism development plans are necessary: building rest area as the display area of the teak root, agricultural products, batik and various products by the people of Bojonegoro and Margomulyo, developing samin ethnic cultural tourism, local wisdom and cultural goodness teaching about honesty and moral. This cultural village can teach the kindness and harmonization with the nature, developing Anggoro Kasih Agrotourism will be tourism attractiveness in Bojonegoro. Long process of teak root marketing distribution is a very lengthy scheme until the end user. It is due to the buyer's demand with the high order. In addition, the limited skills, design and capital of the craftsmen are also great obstacles.

After conducting an analysis using ethnography approach, it shows that there is a need to synergize the local government which is Tourism Department of Bojonegoro, society and tourism business agents to achieve the goals well. There is a need to hold training for the teak root craftsmen about product difference so that they can improve their creativity and innovation of the product design.

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