

DEVELOPING A MODEL OF SUSTAINABLE DEVELOPMENT GOALS (SDGs) AT THE AGROPOLITAN-BASED ORO-ORO OMBO TOURISM VILLAGE

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Abstract: This study examines the agropolitan-based Oro-Oro Ombo Tourism Village. It aims to (1) determine the potential, (2) analyze 4-A (attraction, accessibility, amenities, and ancillary) in the development, and (3) know the achieved Village Development Index (Indeks Desa Membangun – IDM) based on the parameters of Sustainable Development Goals (SDGs) in 2021 of the village. This quantitative-descriptive study used primary data (field observations, measurements, and interviews) and secondary data (study of previous research and information from related agencies such as the Central Bureau of Statistics and Tourism Office). The data were processed using descriptive statistics from the Analysis of Operational Area of Natural Tourism Attractions and Objects (Analisis Daerah Operasional Objek dan Daya Tarik Wisata Alam – ADO-ODTWA), which was converted using scoring and single tabulation techniques. The ADO-ODTWA results show that Oro-Oro Ombo has potential tourist attractions, and based on the 4-A analysis, this tourism village has excellent local potential. These results are relevant to the IDM of Oro Oro Ombo that is 0.9981. Based on the explanation above, it shows that sustainable development in agropolitan tourism villages cannot be separated from stakeholders (government, local communities, and private parties) to optimize the local potential of the region and improve the economy and welfare of the community to achieve Indonesia's 2021 Sustainable Development Goals.

Key words: sustainable development goals, local potentials, tourism village, agropolitan

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INTRODUCTION

Tourism development plays an essential role in the development of an area. Tourism activities can stimulate the growth of basic and local tourism potential so that the region develops better (Sumarmi et al., 2020). One of the effective solutions to increase employment (Dwiningwarni et al., 2021) and income (Martini, 2020) is the development of a tourism village that will ultimately improve the community's economy (Wijijayanti et al., 2020). In addition, the development of a tourism village can help improve access to the village to benefit the local community (Herdianawati, 2020). Therefore, developing a sustainable tourism village has a high urgency, especially in areas with local potentials. The development of tourism villages based on local potential is increasingly needed. The existing local potentials offer better economic quality but lower risk and cost so that it provides more uncomplicated planning than to build new attractions (Egballi et al., 2011). Those conditions encourage the emergence of growth centers in economic activity (Tambunan et al., 2021), diversification of economic activities and livelihoods (Ćurčić et al., 2021), industrial and trade development (Triyuni et al., 2021), a new market for local agriculture commodities, as well as better regional economic base (Xuyan and Na, 2021).

Besides, a village is rich in natural and cultural resources (Rahayuningsih et al., 2016), so the opportunity to develop a tourism village is greater by paying attention to sustainable local values (Pavel, 2013). Previous related studies have shown that rural tourism generates various needs, aspirations, and attitudes of tourists towards local communities (Wang and Pfister, 2006). Rural tourism has been proven to increase tourist visits and become one of the drivers of economic growth (Wang and Lalrinawma, 2016). By comparing the availability of tourist attractions, accommodation, facilities, and human resources, the development opportunities of each tourism village are diverse and varied (Wijaya et al., 2020) for

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better tourism services (Paresishvili et al., 2017). Tourism village is one form of community-based and sustainable tourism development implementation. A tourism village is a form of tourism where a small group of tourists stays in or near traditional life, such as in remote villages, to study rural life and the local environment (Leonady et al., 2021). Tourism village development emphasizes developing or advancing the village through tourism activities (Hakim et al., 2018). More specifically, the development of a tourism village can be interpreted as an effort to complete and improve tourism facilities to meet the needs of tourists. As a form of rural tourism, tourism villages can provide many benefits for local communities to develop various local resources (Komariah et al., 2018), one of which is the tourist attractions offered.

The attractions in tourism villages are unique and oriented to the typical village activities. In a tourism village, there are 1) uniqueness and authenticity of the tourist attractions; 2) strategic location and accessibility to other famous places; 3) values, culture, and ethics of local community; and 4) regional growth opportunities, both in terms of basic infrastructure and other facilities (Pantiyasa and Supartini, 2017). The study of rural tourism either in Indonesia or international scope is relatively new. The first publications appeared just as rural tourism started its major growth in the late 1980s. Initially, the purpose of the study was instrumental—to understand how tourism can be a good tool for rural development (Nordbø, 2018; Ohe, 2008). The study of rural tourism continues to develop in following the behavior and demand of tourists for tourism objects and attractions (Singgalen and Simange, 2018). In line with the typology of tourism village development, this has received much attention from experts regarding the causal effect on socio-economic phenomena (Yu et al., 2018), service quality (Dewi, 2013), new demand analysis, political implications (Krisnani and Darwis, 2015) and gender issues. On the other hand, several studies (Sidik, 2015) have focused on rural tourism development in the long and medium term. Still, only a few have focused on developing local potential in tourism and other sectors in recent years. This condition is also affected by the juridical power as the functional management of local potential.

The development of local potential and rural tourism in Indonesia refers to the Regulation of the Ministry of Village, Development of Disadvantaged Regions, and Transmigration of Republic of Indonesia Number 13 of 2020 concerning the use of village funds in 2021, which contains 18 development goals and targets through the village Sustainable Development Goals (SDGs), namely (1) no poverty; (2) no hunger; (3) healthy and prosperous; (4) good education; (5) gender equality; (6) clean water and sanitation; (7) clean and renewable energy; (8) employment and economic growth; (9) innovation and infrastructure; (10) equality; (11) sustainable settlement area; (12) environmentally-aware consumption and production; (13) climate change and control; (14) marine ecosystem; (15) land ecosystem; (16) peaceful and just; (17) partnership for village development; and (18) dynamic village institutions and adaptive village culture. The strong point of village SDGs lies in point 18, where village development must be based on the local wisdom of the local culture. Localizing the global SDGs into the village context eases the implementation and the control from the central government to the village. In this study, the 18 SDGs priorities above are limited to (1) clean water and sanitation; (2) sustainable settlement areas; (3) environmentally-aware consumption and production; (4) climate change and control; (5) land ecosystem; (6) partnership for village development; and (7) dynamic village institutions and adaptive village culture. This limitation is related to the research objectives, which are to (1) determine the potential of agropolitan-based Oro-Oro Ombo Tourism Village; (2) analyze 4-A (attraction, accessibility, amenities, and ancillary) in its development; and (3) know the achieved Village Development Index (*Indeks Desa Membangun – IDM*) based on the parameters of SDGs in 2021.

MATERIALS AND METHODS

Research Design

This study employed a quantitative descriptive method. A quantitative descriptive study uses a numerical approach to describe the data through textual depiction (Rukajat, 2018). There are two types of data in this study. The first is primary data obtained through observation, measurements, and interviews. Then there were data in the form of literature studies (data publications) from related agencies such as the Central Bureau of Statistics and the Tourism Office and documents issued by the Government of Batu City. Secondary data is needed as an alternative solution to provide a new perspective and overcome biased research results (Johnston, 2014).

Research Locations

This study took place in the administrative area of Oro-Oro Ombo Village, Batu City, Indonesia. Oro-Oro Ombo is located at an altitude of 850-970 meters above sea level (Jadid et al., 2020) with an astronomical location of 07°53'40.6552" south latitude - 112°32'00.4776" east longitude. Physiographically, Oro-Oro Ombo (16.92 km²) stretches from Mount Panderman to the center of Batu City, with a flat and hilly topography (Idajati et al., 2021). This varied spatial distribution impacts the land use, dominated by local potentials such as agriculture and tourism. Based on the regional geological map of Indonesia, Oro-Oro Ombo is included in the Qv (n, p) geological formation unit, which means upper quarter volcanic rock with volcanic material such as volcanic breccia, tuff breccia, lava, and tuff of Mount Penanggungan and Mount Panderman. The complexity of such physical and non-physical attributes becomes a research consideration so that Oro-Oro Ombo is selected as a model for Sustainable Development Goals (SDGs) in optimizing the local potential of agropolitan-based tourism villages.

Research Instrument

The research instrument of this study were observation sheets, interview guidelines, and questionnaires. Analysis of Operational Area of Natural Tourism Attractions and Objects (*Analisis Daerah Operasional Objek dan Daya Tarik Wisata Alam – ADO-ODTWA*) was also used to find out the potential in the village. As for the instrument to do factual verification,

this study used indicators and criteria for tourism villages, including 1) biological or natural variables, 2) physical environment variables, 3) cultural variables, 4) amenities or infrastructure variables, 5) institutional variables, 6) human resources variables, 7) attitudes and community life variables, and 8) accessibility variables. The management data of tourism villages was obtained using the 4-A instrument (attraction, accessibility, amenity, and ancillary). The results of the analysis and measurement of those parameters are classified into primary research data. In addition, the research results were supported by using secondary data through a literature study on the achievement of IDM based on the 2021 SDGs parameters using the data from the achievement report of the village submitted by the Ministry of Villages of the Republic of Indonesia.

Research Data Analysis Techniques

The data analysis technique is taken to obtain results based on collected analyzed with established techniques. Data analysis is an essential step in research activities (Sun et al., 2020). The initial activity was carried out by examining the potential attractions in the tourism village through observation, measurement, and interviews. This study used a scoring index and presented a single tabulation to understand the results of observations and measurements. The steps taken include 1) collecting field data through observation, measurement, and interviews; 2) scoring the data obtained based on the specified parameters; 3) entering the scoring results into the tabulation matrix for result verification; 4) identifying and classifying the scoring results, and 5) drawing conclusions based on predetermined criteria.



Figure 1. Data Measurement Technique (Source: Research analysis, 2021)

RESULTS AND DISCUSSION

Local Potential of Agropolitan-based Oro-Oro Ombo Tourism Village

Oro-Oro Ombo Village is located at the foot of Mount Panderman with beautiful panoramas, making it a unique attraction for tourists. Oro-Oro Ombo is a village in an urban area with an altitude of 850-970 meters above sea level, with an average annual rainfall of 2000-3000 mm, an average wet month of seven months, and an average dry month of five months (Jadid et al., 2020). The average temperature in this village is between 24°C – 26°C (Mahfud et al., 2020). Administratively, Oro-Oro Ombo is located in Batu City, Indonesia. This village is divided into three hamlets, namely Krajan, Gondorejo, and Dresel. In general, the land in Oro-Oro Ombo is dominated by dry land with the primary commodity of oranges, vegetable crops, Napier grass for animal husbandry, and pine forest (Figure 1). Oro-Oro Ombo is also designated as the center for City Area Zone I (*Bagian Wilayah Kota – BWK*), with the main function of supporting any tourism activities (Idajati et al., 2021).

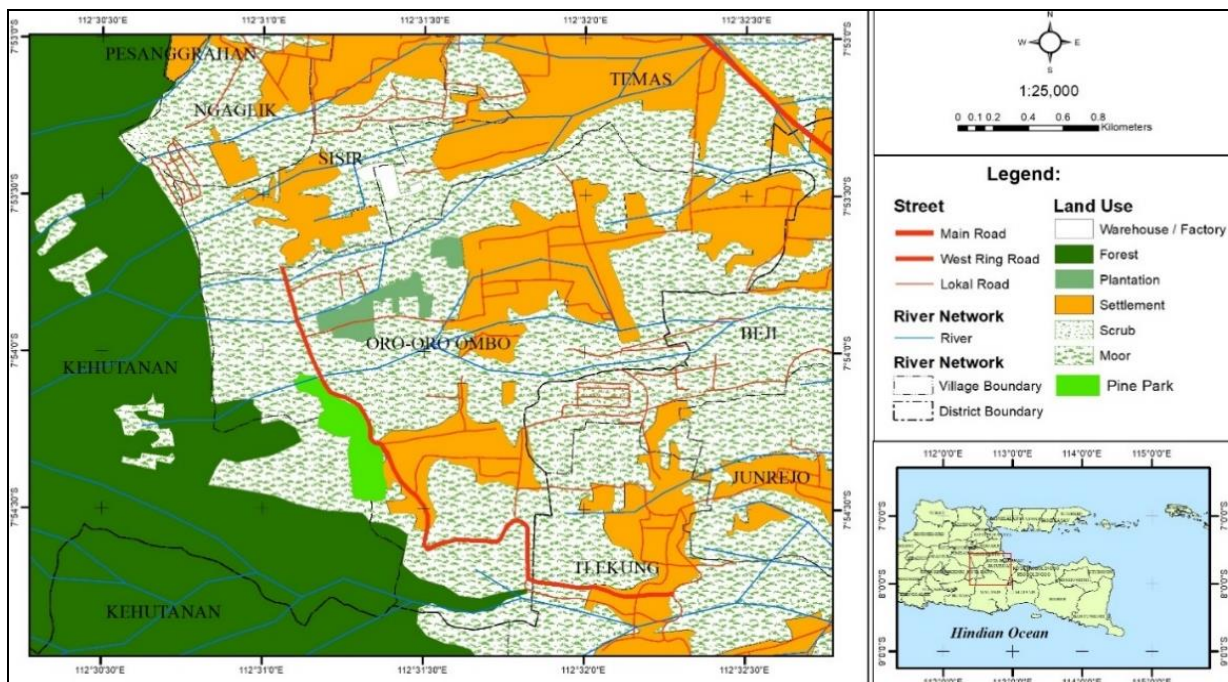


Figure 2. Land Use Map of Oro-Oro Ombo Village (Source: Yandex Maps, PODES East Java, Authors documentation, 2021)

The main livelihoods of Oro-Oro Ombo people are farmers and dairy farmers. As the area with the highest number of breeders (591 households), each breeder in Dresel has a minimum of three to 30 livestock with total milk production of

around 4,000 liters per day. The milk is collected by the Local Cooperative Unit (*Koperasi Unit Daerah – KUD*) of Batu City to be made into pasteurized milk. Therefore, Oro-Oro Ombo is very famous for its cow’s milk. These milk products are massively distributed to several tourist destinations in Batu City. In addition, Batu City, with an agropolitan-based urban area development, supports Oro-Oro Ombo through tourism village activities based on agricultural and forestry commodities.



Figure 3. (a) homestay integrated with orange plantation(b) and (c) Oranges Plantation Oro-Oro Ombo Village Homestay, Batu City (Source: Research documentation, 2021)



Figure 4. (a) Agricultural Land for Fodder and (b) Cow Cages in Oro-Oro Ombo Village, Batu City (Source: Research analysis, 2021)

Analysis of ADO-ODTWA and 4-A in the Development of Local Potential of Agropolitan-based Oro-Oro Ombo Tourism Village

The development of a tourism village requires an assessment instrument to determine the level of development. The assessment instrument will later become a guideline to develop the tourism village. Based on this matter, the strengths and weaknesses of a tourism village can be identified to be an evaluation tool in regional planning and development. This study used ADO-ODTWA guidelines and tourism village assessment criteria developed by Arida and Pujani (2017). Moreover, the collected data include nature (biological), physical environment, culture, amenities or infrastructure, institutions, and accessibility. The data regarding the village criteria were obtained through field observations and interviews. The interviews were conducted on selected informants by purposive sampling using a deep interview technique. The data needed were: 1) attractiveness, 2) accessibility, 3) conditions around the area, 4) accommodation, 5) facilities and infrastructure, and 6) clean water availability. Based on the analysis of existing local potentials, Table 1 above shows that the three research sites are Very Fit to develop into a tourism village. However, Village 2 has the lowest score on attractiveness compared to Village 1 and Village 3.

Table 1. Results of ADO-ODTW Assessment at Oro-Oro Ombo Tourism Village (Source: Research analysis, 2021)

No	Parameter	Scores	Index (%)
1	Attractiveness	990	91.67
2	Accessibility	600	85.71
3	Conditions around the area	675	75.0
4	Accommodation	90	100
5	Facilities and infrastructure	240	80.0
6	Clean water availability	720	80.0
Total		3300	83.12
Very Fit			

Table 2. Results of Local Potential Assessment at Oro-Oro Ombo Tourism Village (Source: Research analysis, 2021)

No	Parameter	Scores	Index (%)
1	Biological or natural potential	31	83.78
2	Physical environment	32	82.05
3	Culture	42	73.68
4	Amenities	18	94.74
5	Institutions	15	83.33
6	Human Resources	16	100.00
7	Attitudes and community life	23	85.16
8	Accessibility	9	75.00
Total		186	82.67
Highly Potential			

Table 4. Community Organizations at Oro-Oro Ombo (Source: Research analysis, 2021)

No	Community Organizations	Number of Groups
1	Clean Water Business Association	1
2	Street Vendors Association	1
3	Farmers Group	9
4	<i>Posyandu</i>	7
5	Local Forest Community Group	1
6	Joint Farmer Groups	2
7	Youth Organization	1
8	Homestay Association	3
9	Community Information Group	1
10	<i>Pokdarwis</i>	1
11	Religious Organizations (NU, Anshor, Remas, Fornita)	4

Table 3. Results of 4-A Assessment at Oro-Oro Ombo Tourism Village (Source: Research analysis, 2021)

No	Parameter	Scores	Index (%)
1	Tourist attractions	26	86.67
2	Accessibility	9	75.00
3	Amenities	18	94.74
4	Ancillary/facilities	20	100.00
Total		73	90.12
Very Good			

Table 5. 2021 IDM of Oro-Oro Ombo Village Source: 2021 IDM, Rank 1: Oro-Oro Ombo Village, Batu City, East Java

No	Composite Index	Dimension	Indicator Device	Indicator per Item	Score
1	Social Resilience Index	Health	Health Service	Nearest health facility (distance)	1
			Community Empowerment for Health	Access to village maternity clinics or <i>Posyandu</i>	1
				The activity level at <i>Posyandu</i>	1
			Health Insurance	BPJS (health insurance) participation rates	1
		Education	Access to Primary and Secondary Education	Access to primary school < 3 km	1
				Access to secondary school < 6 km	1
				Access to senior high school < 6 km	1
			Access to Non-Formal Education	Pre-school activities	1
				Community learning services	1
				Course activities	1
		Access to Public Knowledge	Community reading park or village library	1	
		Social Capital	Social Solidarity	The habit of cooperation (<i>gotong royong</i>)	1
				Public space	1
				Sports group	1
				Sports activities	1
			Tolerance	Ethnic diversity	1
				Daily language	1
				Major religion	1
			Sense of Security	Security post	1
		Community participation at the security system		1	
		Mass fight		1	
		Social Welfare	School for people with special needs	1	
		Settlement	Access to Clean Water	The majority of the people have a source of clean water	1
				Access to bath and wash	1
Access to Sanitation Facilities	The majority of the people have latrines		1		
	Landfills		1		
Access to Electrical Facilities	Households that have access to electricity		1		
	Cell phones and strong signal		1		
Access to Communication Facilities	Internet access to the village office		1		
	Community internet access		1		
2	Economic Resilience Index	Production diversity	Production diversity	There is more than one type of community economic activity	1
		Trading	Trading center	Access to trading centers (shops and markets)	1
		Distribution access	Logistics distribution access	Post office and logistic service	1
		Credit access	Access to financial and credit institutions	Banking institutions	1
				Access to credit for residents	1
		Economic institutions	Economic institutions	Economic institutions, like cooperatives and Village-owned Enterprises (<i>Badan Usaha Milik Desa</i> - BUMDES)	1
				Small and medium enterprises such as restaurants and hotels	1
		Openness	Openness	Modes of transportation with regular routes and operating hours	1
				Nearest health facilities	1
				Roads for motors, cars, or other four-wheeled vehicles	1
Village road quality	1				
3	Environmental Quality Index	Environmental quality	Environmental quality	Water, soil, and air pollution	1
		Disaster potential and response	Disaster potential	Natural disasters such as floods, landslides, forest fire	1
			Disaster response	Efforts or actions towards potential natural disasters	1

Table 2 confirms that the three hamlets in the research area have local potential to develop into tourism villages. However, Village 2 has the potential value of culture, physical environment, institution, as well as attitudes and community life lower than Village 1 and Village 3. Referring to the results of the analysis and studies that have been carried out, it can be said that the villages in Batu City have very potential local wealth.

Therefore, it is very feasible to be developed into a tourist destination or a tourism village. Besides the potential, the assessment of 4-A also shows that the villages in Batu City are at a very good level.

IDM Achievement based on the 2021 SDGs Parameters

In general, the facilities and infrastructure of Oro-Oro Ombo Village have reached the fit criteria. Basic infrastructure such as educational institutions like primary school is available on three hamlets with Krajan as the village center. In addition, Krajan also has other educational facilities in the form of secondary school. Then, in terms of health infrastructure facilities, there are seven Integrated Healthcare Posts (*Pos Pelayanan Terpadu – Posyandu*), namely Melati 1 to Melati 7. Hence, the health infrastructure in Oro-Oro Ombo can be said to be fit and proper. Such conditions can also be seen through the availability of space for community gatherings such as Community Hall or *Balai RW*. Another massive development as one of IDM parameters is the availability of worship infrastructure as the implementation of religious learning programs. Some of the organizations in Oro-Oro Ombo are listed in the following table. The historical review of Oro-Oro Ombo Village shows that the village was a fairly large area (vacant land) used as a gathering place for Mataram Kingdom officials to rest during their journey (Profil Desa, 2010).

Oro-Oro Ombo Village is located at the foot of Mount Panderman with beautiful panoramas and breezy air that attracts everyone on their way to rest in this place. With the construction of the BNS (Batu Night Spectacular) tourism site, there was an agreement regarding converting village agricultural land (Obot and Setyawan, 2017). This has made the land of the eight villages turn into artificial tourism and become new tourist destinations. Currently, many residents work as traders, while farming is only done by landowners or farmers who work on other people's land.

Along with the development of artificial tourism, vacant land in the village is converted into houses, villas, or homestays rented out to tourists. From year to year, the land price in Oro-Oro Ombo, the plantation areas, soars due to the high growth of public settlements. The community's increasing population growth and socio-cultural development also affect the soaring land price (Ayu, 2019). In terms of employment, businesses that arise through tourism, such as restaurants and tourist attractions in Oro-Oro Ombo, can provide job opportunities for the community to reduce the unemployment rates in Batu City. The tourism sector also stimulates community economic activities (Moreno de la Santa, 2020) to increase income by selling food and beverages or other tourist needs such as homestays and others (Astuti et al., 2020). Before the construction of BNS and Jatim Park II, Oro-Oro Ombo was a suburb in Batu District and can be said to be far from economic activity. However, to date, this village is a dense area visited by tourists every day. The local people take the opportunity to set up small businesses such as kiosks, food stalls, workshops, and others.

With the existence of Jatim Park II and BNS, local people also offer homestays as a means of accommodation for tourists and boarding houses for workers. Those are changes that have occurred since the development of tourism in Oro-Oro Ombo. The results of IDM in this village are presented in the table below.

The facilities and infrastructure to support artificial tourism in Batu City has resulted in the expansion of built-up areas and air pollution due to the high number of motor vehicles. Therefore, it has negative impacts on the environment (Panjaitan, 2020). Significant environmental impacts in Batu City are related to renewable energy (Azis et al., 2019), including the reduced number of springs and the increased air temperature. Batu City is located in a mountainous area with abundant water resources. This is indicated by the number of springs in the region. Springs are crucial for the survival of the people of Batu City, especially as an agropolitan area because it is used for agricultural irrigation.

However, this condition changed when the Environment Agency (*Badan Lingkungan Hidup – BLH*) of East Java Province found that the springs in Batu City were reduced from 117 to 53. It is undeniable that tourism also causes an increased price of goods and services in a destination. According to I Gusti Bagus Rai Utama, the increase in demand will affect the selling price for goods and services and property. Along with the development of Batu City as an economic destination, the demand for land in Batu City has increased, and this is directly proportional to the increase in land prices and land conversion. Oro-Oro Ombo becomes one of the targeted areas for investors following the establishment of BNS and Jatim Park II. Initially ranged from IDR 300,000 – IDR 500,000 per meter, the land price has drastically increased to IDR 3,000,000 per meter. Previously, the Oro-Oro Ombo community depended on the agricultural and livestock sectors. This condition triggers landowners to sell their agricultural land, and in the end, it is converted into built-up land. As a result, Batu City as an agropolitan area experienced a decrease in agricultural land area.

CONCLUSION

Based on the results above, it can be concluded that Oro-Oro Ombo Village has (1) great potential as an agropolitan-based tourism village; (2) become a 4-A (attraction, accessibility, amenity, and ancillary) agropolitan-based tourism village; and (3) reached optimal Village Development Index (*Indeks Desa Membangun – IDM*) based on the parameters of Sustainable Development Goals (SDGs) in 2021. This cannot be separated from the ideal role of interactivity between government, community, and private sectors in developing a tourism village based on local potential.

Therefore, the results of this study are expected to be the basis for considerations and policies in overcoming empirical gaps in the field related to regional development to improve the socio-economic welfare of the community through effective local potential management.

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