

ESTABLISHMENT OF CONSCIOUS GROUP OF CULTURAL TOURISM IN THE VILLAGE OF PANCASILA (A STUDY IN THE VILLAGE OF BALUN DISTRICT TURI REGENCY LAMONGAN)

Azza Abidatin Bettaliyah¹, Minahul Mubin²

¹Fakultas Teknik, Universitas Islam Lamongan
Lamongan, Indonesia
azzabettaliyah@unisla.ac.id

²Fakultas Agama Islam, Universitas Islam Lamongan
Lamongan, Indonesia
mubinbersabda@gmail.com

Abstract

Pancasila village is a nickname that is often given to Balun Village located in Lamongan district. The reason is that the Balun villagers share three different religions but still live in harmony with the harmonious religions, which are religion, Islam, Christianity and Hinduism. Because of its uniqueness, the village of Balun often get visits from traveller, whether for research or to simply enjoy religious festivals in every religious group that is celebrating. But unfortunately, until this moment Balun villagers are still lacking the readiness and care to host the guests or tourists who visit. Therefore, it is necessary a group of cultural tourism awareness of Balun villagers who participate and play a role in developing Pancasila village into a village that is increasingly feasible to be visited by tourists. Cultural tourism awareness group formed by Lamongan Tourism Office in cooperation with Balun village government. With the formation of cultural awareness group tourism, it is expected that the village of Balun which has been frequently visited by people outside the region has become increasingly attractive, making Balun Village has many cultural potentials more familiar and visited by more tourists. It is also expected that local people can play a more active role in participating in developing their village.

Keywords: *Culture Awareness Group, Pancasila Village, Balun Lamongan Village*

Introduction

Cultural tourism awareness group is a social institution as a form of public awareness around the cultural tourism area to play an active role in realizing the role and responsibility as a host for tourists to create an environment in accordance with the sapta charm that contains seven things, namely safe, orderly, clean, beautiful, friendly, cool and friendly.

In Lamongan District, there is a village located in Turi Sub-district called Balun Village. The village has considerable potential to be developed, namely because the community embraces the three agmaas, namely Islam, Christianity and Hinduism. Even though living in difference, in fact the Balun Village community lives side by side in harmony. This made the local government give the nickname Desa Balun as "Pancasila Village". The nickname was given to describe the phenomenon that occurred in Balun Village as a representation of "Bhineka Tunggal Ika", varying from one to the other. Besides that it is also a representation of every principle contained in Pancasila. The total population of Balun Village is 4,649 people by the end of 2017 with a total of 2,285 men and 2,364 women. The Balun Village community has three religions, namely Islam totaling 3,856 adherents, Christianity with 627 adherents and Hinduism with 166 adherents. Of the various factors and phenomena that occurred in Balun Village, many people were interested in visiting Balun Village, both to conduct research, study tours, see places of worship and enjoy religious festivals held in Balun Village. For this reason, a more mature preparation is needed from the Balun Village community in the form of a cultural tourism conscious group as a form of appreciation and care as the host responsible for every tourist who comes to Balun Village.

Research methods

To achieve the goal of preparing the Balun Village community when visited by tourists, a cultural tourism awareness group consisting of the Balun Village community was formed. Cultural tourism awareness groups were formed by the Balun Village Government and the Department of Tourism and Culture as a way out of the problems

mentioned in the background, namely preparing Balun Village community as a good host for every tourist who comes to visit. In addition, it is also for the purpose that Balun Village is better known by people outside the region because it has a unique form of religious diversity.

After the establishment of a cultural tourism awareness group, the next step is to conduct guidance by those appointed by the Tourism and Culture Office, in this case the tourism and cultural awareness group experts from Lamongan Regency. The objectives of this coaching include:

- Increase understanding of cultural tourism awareness groups on the position, role and position in tourism development in the region
- Increase capacity and active role in tourism development in Balun Village, especially to realize tourism awareness and sapta charm.

Research Results and Discussion

Cultural tourism conscious groups formed in Balun Village are self-help groups that have efforts to:

- Increase understanding of tourism
- Increase the participation and role of the community in the tourism in their area
- Increase the value of the benefits of tourism for members and society
- Success in tourism development

Tourism and cultural awareness groups formed in Balun Village also have conditions, including:

- Volunteer
- Have dedication and commitment in tourism development in Balun Village
- Is a community that lives around the location
- Having work related to the provision of goods or services for the needs of tourists, either directly or indirectly

The activities of conscious groups in cultural tourism basically include several things, including:

- Develop and carry out activities in order to increase knowledge and insight of members of cultural tourism conscious groups
- Carry out activities in order to increase the ability and skills of members
- Motivate the community to be a good host
- Encouraging people to improve environmental quality
- Providing tourism services and information to tourists and the local community
- Giving input to the government in developing tourism in Balun Village

Cultural tourism conscious groups in Balun Village aim to create seven elements contained in sapta charms in order to increase tourist visits to certain regions, the seven elements are:

- Safe

Namely a state of the environment in the destination of cultural tourism destinations that can provide a sense of comfort, avoid anxiety and was aware when making a visit. Attitudes that can be carried out by cultural tourism conscious groups include not disturbing tourists who visit, always alert to help and provide assistance to tourists, provide information on the area to tourists who visit, maintain environmental health and minimize the risk of tourist accidents.

- Orderly

That is a situation that can provide a sense of comfort from the attitude of discipline shown by the people of Balun Village. The attitude that can be shown is by realizing the habit of queuing if in a crowded position, tourists are expected to always obey the rules set by the people of Balun Village.

- Clean

Cleanliness is a condition of a healthy environment and can provide pleasure for tourists when visiting Balun Village. What can be done is prohibited littering, all parties are required to protect the environment in terms of infrastructure and others, prepare all clean and healthy food, all officers in charge of escorting tourists must wear neat and clean clothes.

- Cool

Cool is meant is a condition that describes a cool and not hot condition so that tourists feel at home when visiting. What can be done is to plant trees to minimize heat, maintain plants around the tourist area.

- Beautiful

Is an environmental condition that reflects the situation of cultural tourism that can bring admiration and have an unforgettable impression to the tourists who end, so that we can get our goal to promote to the wider community and tourists who have visited can make a repeat visit. What can be done is always to maintain the tourist location with an aesthetic order.

- Friendly

An environment that describes conditions that are familiar with the aim that tourists can feel at home when visiting. What can be done is always being kind to tourists, always providing information about Balun Village's culture, showing respect and showing sincere attitude to tourists.

- Memories

It is a form of experience for tourists who will provide a sense of happiness and pleasant memories when visiting Balun Village. What can be done is to continually raise the uniqueness of local culture, providing food treats that are typical of the region, providing souvenirs or souvenirs from the region.

Once formed, cultural tourism conscious groups will receive guidance from those appointed by the Tourism and Culture Office of Lamongan Regency. After the coaching takes place, a number of concepts are used to overcome the existing problems. The concepts produced are:

- Making a village map that is equipped with religious and cultural tourism locations that can be visited in Balun Village
- The creation of a festival calendar containing important dates of religious activities carried out in Balun Village
- Promotional website for cultural tourism villages. The website is one of the information media in which there is all information about Balun Village
- Instagram and Facebook village promotions. Instagram and Facebook are social media that are currently being accessed by people almost all over the world. Therefore both of these social media were created with the aim of introducing Balun Village to the wider community
- Village tourism guide book village. This book will be published later and is expected to help the wider community in knowing information about Balun Village

Below is a photo of the cultural tourism conscious group dissemination activity held on August 13, 2018 which was also attended by the Chancellor of Lamongan Islamic University, Chair of Lamongan Islamic University LPPM, Lamongan Regency Tourism and Culture Office.



Figure 1. The cultural tourism conscious group dissemination activity

Conclusions and recommendations

The cultural tourism conscious group formed in Balun Village aims to foster the level of participation of the Balun Village community in terms of developing tourism and culture in the area. The group is aware of cultural tourism consisting of 20 people who have the potential to develop Balun Village into a cultural tourism village. After a cultural tourism awareness group is formed, training is held by parties appointed by the Lamongan Regency Tourism and Culture Office to provide any direction that this group needs to prepare to achieve the desired goals.

References

Kemenpar, 2012. *Guidebook for travel awareness Group*, Jakarta.