



Wanurejo Village Development Through Balkondes in Borobudur District Magelang Regency, Central Java

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Abstract

Wanurejo Village is one of the villages located in the Borobudur Temple area which is unique as a "Culture and Crafts" village and some of the factors that hinder the empowerment strategy in tourist villages are the increasingly egocentric nature that appears in individuals and tourism support facilities which still need to be improved. While the concept in the process of developing a tourist village, the surrounding community is used as an active subject, meaning that the surrounding environment and the social life of the people in the village are used as a tourist destination. The community also acts as a tourism promotion agent and innovator in providing ideas for developing tourist villages. The purpose of this research is to see how tourism village development is empowered to improve the economy in the village. This study uses a descriptive qualitative approach. Data collection was carried out through interviews with tourists, and village managers and through a literature review of previous research results. The results of the study show that in empowering a tourist village, careful planning is needed to advance the village economy, Balkondes is a good medium or forum to improve the economy of a tourist village which shows the superiority of the destination's attractiveness, of course, related parties to become pioneers in village empowerment the tour.

Keywords

Balkondes, empowermen, Wanurejo Village, development

Abstrak

Desa Wanurejo merupakan salah satu desa yang terletak di Kawasan Candi Borobudur yang memiliki keunikan sebagai desa "Budaya dan Kerajinan" dan faktor pendukung desa ini adalah karena letaknya yang sangat strategis yaitu merupakan pintu masuk menuju Candi Borobudur. Beberapa faktor yang menghambat strategi pemberdayaan di desa wisata adalah meningkatnya sifat egosentris yang muncul pada individu dan fasilitas pendukung wisata yang masih sangat terbatas. Sementara konsep dalam proses pengembangan desa wisata, masyarakat sekitar dijadikan sebagai subyek aktif, artinya lingkungan sekitar dan kehidupan sosial masyarakat di desa tersebut dijadikan sebagai tujuan wisata. Masyarakat juga berperan sebagai agen promosi wisata serta inovator dalam memberikan ide gagasan pengembangan desa wisata. Tujuan dari penelitian ini adalah untuk melihat bagaimana pengembangan desa wisata diberdayakan untuk meningkatkan perekonomian di desa tersebut. Penelitian ini menggunakan metode pendekatan kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara dengan wisatawan, pengelola desa dan melalui kajian pustaka dari hasil penelitian sebelumnya. Hasil kajian menunjukkan bahwa dalam memberdayakan desa wisata tentunya diperlukan perencanaan yang matang guna memajukan perekonomian desa, melalui Balkondes menjadi media atau wadah yang baik untuk meningkatkan perekonomian desa wisata yang menunjukkan keunggulan daya tarik destinasi tersebut, tentunya pihak-pihak terkait untuk menjadi pionir dalam pemberdayaan desa wisata tersebut.

Kata Kunci

Balkondes, pemberdayaan, Desa Wanurejo, perkembangan

Introduction

The tourism sector is predicted to be one that supports the national economy, is able to reduce unemployment and improve people's welfare (Williams, 2021). With the development of tourism in one area, an involved area will also develop, which will create jobs and employment opportunities as a multiplier effect from the development or development of tourism in a particular area (Kiswanto, 2021). In tourism development, the synergy of related elements is needed, including tourists, destination areas, travel, industry and others (Devy, 2017). *Balkondes* was formed by the Ministry of SOEs in order to improve the economy of the people in the Borobudur area (Cholisna et al., 2019). After the development process, *Balkondes* is handed over, managed and developed by the community (Hidayah & Agutinah, 2019). The hope is that *Balkondes* can be a driving force for the development of the surrounding home industry so that it can provide long-term benefits to both the community in general and the surrounding industry (Muafi et al., 2018).

Wanurejo Village is a village located in the Borobudur Temple area and has a unique form of "Culture and Craft" Village. Wanurejo Village was appointed as a Tourism Village because of its unique culture and history. Every May 17, a Cultural Degree is held which is commemorated as the birthday of the Wanurejo Village. Empowerment has been carried out by the surrounding community in collaboration with the Village Government, Village Tourism Board, Tourism Office, Ministry of Tourism, BUMN, and NGOs. The supporting factor of this village is because of its very strategic location, which is the entrance to the Borobudur Temple (Susiyanto, 2022). Until now, traditional culture and art are still maintained. In addition, artists who still maintain and develop traditional culture and arts and are supported by the level of community participation in empowerment are quite high.

The location of Wanurejo Village and the potential possessed by Wanurejo Village then developed with the establishment of the Village Economic Center (*Balkondes*) as a form of government support in the development of tourist villages around Borobudur (Sulaiman et al., 2020). Since its inception, the existence of *Balkondes* has proven to have contributed greatly to the development of 20 villages around Borobudur. Then, the revitalization of *Balkondes* is synergized with the development of an integrated Tourism Village. Data for 2019 recorded that *Balkondes* contributed around nine billion (Ramdhani & Septemuryantoro, 2022). There are 20 *Balkondes* around Borobudur with all the complexity of the conditions, so there is synergy with Tourism Villages in the future to realize School f Community Based Tourists. The data is one proof of the existence of *Balkondes* as a supporter of the economic management of rural communities. The positive impact was increasingly seen until the end of 2020, the world was hit by the Covid-19 Pandemic which had an impact on the paralysis of the tourism sector, including tourism in the Borobudur Area. Then, in mid-2022, when the pandemic situation began to improve, the tourism sector reopened and slowly began to recover.

Ideally *Balkondes* in accordance with the initial purpose of its establishment is to become the center of village economic activities, especially tourism activities (Rizky & Ramdhani, 2019). *Balkondes* can support tourism activities in the village by playing more of a role as a place for information on activities and tourist attractions that are packaged in tour packages, displaying products from tourist villages as introductions and promos, as a place for transactions for village tourism products. In addition, *Balkondes* can be used as a place for holding exhibitions, festivals, and art and cultural performances, as well as organizing community traditions that can preserve local wisdom (Djawahir et al., 2019).

Based on these issues, this article examines how the existence of *Balkondes* in the Borobudur area contributes to the restoration of the tourism sector in the Borobudur area. This issue is interesting to raise, considering that the Borobudur area itself is part of the super priority destinations that have been set by the government. Several factors that hinder empowerment strategies in tourist villages are the increasing egocentric nature that appears in individuals and the facilities of tourism actors are still very limited.

Since the existence of *Balkondes*, the villages around Borobudur are growing. The management of *Balkondes* makes a significant contribution to the development. The Covid-19 pandemic, which had an impact on the paralysis of the tourism sector, made the contribution of the *Balkondes* also decline. The initial purpose of the establishment of *Balkondes* was to help manage the village economy in the Borobudur temple area so that it could be processed and provide benefits to the people involved. However, with the Covid 19 pandemic that had paralyzed the tourism sector, does this *Balkondes* still play a role in accordance with the initial purpose of its formation?



What is the *Balkondes* strategy in helping to restore the tourism sector in the Borobudur temple area? Based on this thought, a problem arises which later becomes the purpose of this article, namely:

1. Assessing the contribution of *Balkondes* after the pandemic period in helping rebuild villages in the Borobudur Temple area.
2. Analyze the role and contribution of *Balkondes* in restoring and rebuilding villages in the Borobudur Temple area.

Research related to the impact of the pandemic really needs to be done through a thorough assessment. However, this article has a limitation and scope of study that is limited to villages in the area around the Borobudur temple, because this article focuses on the role of *Balkondes* which is located to assist village development in the Borobudur Temple area.

Methods

This study uses a descriptive qualitative research design, namely to provide a systematic, factual and accurate description of the facts of the development of Balcony Village in the Wanurejo tourist village, Borobudur District, Magelang. The place or area (locus) for the implementation of this research is in Brojonalan Hamlet, Wanurejo Village, Borobudur District, Magelang City, Central Java Province, while the site in this study is the *Balkondes* of Wanurejo Tourism Village. The subjects in this study were determined by purposive sampling method, while the subjects of this study were as follows: Hamlet Wanurejo; Head of Pokdarwis Wanurejo Tourism Village; Chairman of the Wanurejo Pokdarwis Wanurejo Tourism Village; Secretary of Pokdarwis Wanurejo Wanurejo Tourism Village; and the Wanurejo community. The types and sources of data in this research are primary data sources and secondary data sources. Data collection techniques in this study are observation (observation), interviews (interviews), and documentation (Wijaya, 2018).

In qualitative research, the researcher becomes the instrument. Therefore, in qualitative research the instrument is a person or human instrument. To become an instrument, researchers must have broad theoretical and insightful knowledge, so that they are able to ask questions, analyze, take pictures and construct the object under study to be clearer and more meaningful. The data criteria in qualitative research are definite data. Definite data is data that actually occurs as it is, not data that just looks spoken, but data that contains meaning behind what is seen and spoken. In qualitative research, data collection is not guided by theories, but is guided by facts found during field research. Therefore, the data analysis carried out is inductive in nature based on the facts found and then constructed into a theory. Qualitative methods are used to obtain deep and meaningful data. Meaning is actual data, definite data which is a value behind visible data. Therefore, qualitative research does not emphasize generalization, but emphasizes meaning, (Dianingrum & Sitorus, 2022).

Data analysis and interpretation in this study were carried out by means of data reduction (data reduction), data presentation (data display), and conclusions or data verification (conclusion drawing). The data analysis technique used by the researcher is the Componential Analysis Technique, which is a technique that uses comparisons between elements. Componential analysis technique is used in qualitative analysis, aiming to analyze elements that have contrasting relationships with each other in the domain that has been determined in the analysis (Wijaya, 2018).

Result and Discussion

Result

Balkondes (Village Economic Center) is a program formed by BUMN that will be used as a storefront for the regional economy. *Balkondes* will provide space for the village government and the community to develop the economic potential in the village. BUMN established *Balkondes* as a form of support to boost tourist visits in Indonesia. This is in line with the program launched by the Indonesian government. Through *Balkondes*, the community, especially the village, will be prepared to welcome and provide maximum service for tourists who come to their area, as well as to develop patterns and potentials that exist in the area. One of the interesting *Balkondes* is Wanurejo *Balkondes*. Please note that Wanurejo Village is one of the villages located in Borobudur District, only 1 km from Borobudur Temple. This village has 9 hamlets, namely Barepan Hamlet, Bejen Hamlet, Brojonalan Hamlet, Gedongan Hamlet, Jowahan Hamlet, Ngentak Hamlet, Soropadan Hamlet, Tingal Kulon Hamlet, and Tingal Wetan Hamlet. The potential that exists is the Gunuroso Pondok Residence Museum, Umbul

Tirta Spring, Tejukusumo Tomb/Petilasan, Elephant Safari, Udang Mas Art Gallery, Rik-Rok Gallery, clorot and batik painting.

Balkondes Wanurejo is located in the southeast of Borobudur Temple, precisely in Brojonalan Hamlet, Wanurejo Village. This balcony spoils the eyes of tourists because of the view of Menoreh Hill. This balcony has become an alternative tourism, because it is equipped with natural, cultural, and community attractions. In this study, researchers used 4 dimensions of tourism development, namely Attraction, Accessibility, Amenities, Ancillary Service (Additional Services) to analyze the tourism development of Wanurejo Tourism Village (Isdarmanto et al., 2021).

1. Attraction

Various interesting tourist attractions are presented in Wanurejo Tourism Village in order to give an impression to visitors. Tourist attraction is a condition where the tourist destination becomes in demand because it has its own uniqueness or peculiarity. This is what attracts tourists to visit. Tourist attractions in Wanurejo Tourism Village include.

- a. Ornament Craft: It is a craft business from an independent youth community, which introduces the youth and their 12 people. Businesses that are produced include: ashtrays, key chains, statues, and others. The main basic materials use waste stone powder, monying, and gypsum.
- b. Handmade batik: Batik Tulis is one of the attractions in Wanurejo Village because Batik Tulis Borobudur and other areas is different. Borobudur with a motif of liman (elephant) and mandala (relief of Borobudur).
- c. Elephant Safari: When visiting the Borobudur area, precisely in the village of Wanurejo, you will definitely find elephants which are a tourist attraction in the Borobudur temple. The elephants are indeed used as vehicles for tourists who want to get around.
- d. Umbul Tirta Springs: Being one of the pennant springs which is located at 1.5 km from Borobudur Temple. In Umbul the water is often used as a complement in the ceremony of the Tri Suci Vesak day. Now people know him better with Ngebrak.
- e. Udang Mas Art Gallery: Located at the entrance to the Temple Area, it is only about 1 km from Borobudur Temple. This antique shop sells various collections, including New and Old Keris from various ages, various kinds of swords, bronze statues, various kinds of ancient and new batik, various kinds of masks, kris accessories.
- f. Rik-Rok Gallery: One form of diversity is in the form of a pencil with quite a classic that is characteristic. In this place, tourists can observe directly starting from the production process and can be involved in the manufacture.
- g. Criping: Criping made from basic ingredients of cassava and tapioca which is produced reaches 259 kg per week by employing four workers to become a tourist attraction activity in the tourist village of Wanurejo.
- h. Celorot: Celorot is a food made from rice flour mixed with starch, brown sugar, vanilla, and salt, then wrapped in young coconut leaves/palm. Celorot basic ingredients: rice flour, tapioca flour, brown sugar, coconut milk, salt, and pandan/vanilla.

2. Accessibility

Access includes facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes or travel patterns must be available (Ricardianto et al., 2019). Located in the southeast of the Borobudur Temple complex, it takes about two km to get there, located between the foot of the Menoreh mountains and flanked by the Progo and Sileng rivers. There is already the availability of a road sign on the side of the road to enter the *Balkondes*.

3. Amenities

In the Wanurejo Tourism Village Area, it is quite easy to find various supporting facilities such as Joglo, which stands firmly when entering the main courtyard of the Wanurejo *Balkondes*. The joglo can be used for various activities, it can also be used to hold events because the space is quite large. In addition, there is a prayer room and toilet located at the entrance to the *Balkondes* on the right. Mukena, prayer rugs, and sarongs are also provided for visitors who do not bring equipment to worship. The next supporting facility is the Gazebo which can be used by visitors who feel tired so they can relax while enjoying the surrounding scenery. The gazebo is located above the joglo on the left and spreads out. Not only that, there is a relatively wide parking area for



visitors and there is also a restaurant that provides snacks to heavy meals and a play area for children to make it more comfortable to enjoy the attractions of Wanurejo village. Of course, the availability of a Homestay that is ready to be used for overnight for visitors adds to the completeness of supporting facilities in Wanurejo Tourism Village.

4. Archillery Service

The local government has thought about what kind of service is good to provide to visitors. Such as the availability of guide services, information centers, and ticket booths. At *Balkondes* Wanurejo there are already guide services, information centers, and ticket booths.

Discussion

The amount of potential that exists in Wanurejo Tourism Village is certainly a supporting factor in the development of Wanurejo Tourism Village. There is a lot of potential in the Wanurejo Tourism Village area that can still be developed so that it can be the strength to bring in more tourists. With the many potentials that exist in the Wanurejo Tourism Village, if it continues to be developed, it will be able to advance this Tourism Village, and it depends on how the Tourism Village manager can invite the community to participate so that it can provide mutual benefits. There are approximately 45 tourist attractions scattered in Wanurejo Tourism Village, but listed on the Wanurejo Tourism Village map there are only 26 tourist center points because there are only 26 tourist spots that can be accessed. There are many tourist attractions - There are many tourist attractions in Wanurejo Tourism Village and the locations are scattered in several hamlets. The number of tourist attractions in Wanurejo Tourism Village is a supporting factor for this tourist village to develop. that the existence of various kinds of tourist attractions in Wanurejo Tourism Village such as Outbound, Batik Arts, Pencil Making, Karawitan, Bamboo Carving, Andong transportation craft industry and various other Edutourism can be a supporting factor for the development of Wanurejo Tourism Village.

One of the inhibiting factors is the difficulty of access to several tourist spots and the limited human resources in meeting the needs of the Guide when there are many visitors causing visitors to feel neglected. Of course, the role of *Balkondes* is highly anticipated, such as how *Balkondes* is able to prepare for human resource needs and can be a forum or media in providing skills and improving the quality of human resources so that in providing services to visitors it can provide satisfaction that is as expected by visitors. For example, with guiding trainings, excellent service and other soft skills.

Conclusions

The tourism sector as one of the elements that supports the national economy, because it can reduce unemployment and improve the welfare of the tourism community, because it will create jobs as a multiplier effect from the development and development of national tourism, in supporting the improvement of the national economy, of course, elements that play a role are needed. In carrying out the plan to improve the national economy, one of which is support from the government by making Balconies (village economic centers) which can be utilized by all tourism actors in the environment, of course, in making these Balconies, pay attention and adjust what are the needs, shortcomings and things which must be completed from the tourist village. as one of the tourist villages that has developed with the *Balkondes*, the wanurejo tourist village has a strategic location, where the location has a very large number of tourist destinations, from 45 tourist destinations, only 26 tourist destinations can be accessed, this is because the difficulty of access to these tourist destinations, in addition to the lack of human resources, for example tour guides (guides) are things that must be considered, therefore, the role of *Balkondes* is very much needed in facilitating access to these tourist destinations, as well as providing resources.

Competent human beings, not only that, the role of a *Balkondes* must also be able to become a medium in providing skills and improving the quality of human resources, this is what will later become a weapon for a tourist village in improving and developing tourist villages because it can create satisfaction by visitors are given the role of the *Balkondes* that yourself. The direct impact that can be felt, of course, makes the tourist village recover even though it is still in a pandemic period, slowly but surely, gradually making updates both in terms of facilities, works, locations, human resources and other important elements. If all the elements have been updated and have been applied in accordance with the provisions, it can be ensured that the tourist village has increased and is developing for the better. The next thing that must be done is to find ways to maintain the tourist village so that it

remains in demand by the community and is not left behind, of course innovation and creativity are needed in order to maintain the characteristics of the tourist village. This will be the task for all elements of tourism for the realization of sustainable tourism.

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