

Mapping of Potential and Obstacles of Tourism Development in Coban Parang Tejo, Gading Kulon, Dau, Malang Regency

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Abstract— Development of rural tourism is one of the method to boost regional economic growth. That's because people nowadays prefer unspoiled, away from the crowd destination. The reason why people tend to travel there is because they want to refresh their mind. Tedious and monotonous tourism area in the city, is also one of the causes of the public start to attract to rural and natural tourism. The presence of rural tourism destination brings the fresh air for the community. Construction of rural tourism destination is not easy, but it doesn't mean impossible. To realize that serious planning and community involvement are needed. The most basic factor that could be an indicator of success or failure of the development of rural tourism is the mindset of the local resident itself. About how is their mindset that initially only focused on agriculture and livestock, turned into how to develop tourism potentials with local wisdom based on the local community. Such a plan also need a quite big funding, therefore investors are necessary. In this case the investors will not be willing to invest if the community can't manage the funds well and the community is also considered unable to carry out the planned program. Therefore, the coordination of the investor and rural community is a key to establish a tourism destination. Both sides also need a good communication to avoid misunderstanding that will cause problems in the future.

Keywords: rural communities, investors, tourism

I. INTRODUCTION

Indonesia is an archipelago which is divided into 5 major islands namely Sumatra; Java; Kalimantan; Sulawesi; and Papua. In addition to the large islands Indonesia also has thousands of small islands.

Besides being known as an archipelago. Indonesia is also known to have a lot of diversity and uniqueness. The diversity and uniqueness of Indonesia is in the form of culture; tribes; ethnicity; race; customs; language; religion; culinary; and tourism that we can meet in all regions of Indonesia. Of the many diversity and uniqueness that makes Indonesia famous in the eyes of the World. This is evidenced by making Indonesia as one of the world's tourist destinations that is often visited because of the uniqueness and uniqueness of the Indonesian people.

Malang Raya is a nickname to mention the area consisting of Batu City, Malang City, and Malang Regency. The three regions are areas that are in East Java which are quite well known for having many tourism potentials both natural, rural, educational and artificial tourism. Sightseeing tours, shopping, and even culinary tours of the three regions are also famous. In addition to the tourism potential, in order to support Indonesia in the development of halal tourism which began to be

developed in the last 5 years. Malang also began to develop halal tourism in Indonesia and ranked 9th according to the 2019 Indonesia Muslim Travel Index (IMTI) ranking, according to Crescent Rating Mastercard.

By occupying the 9th rank in Malang, there must be many visitors to domestic and foreign tourists. The reason they visited Malang could be due to natural beauty and various tourist objects aimed at Malang itself which consisted of 3 regions, namely Batu City, Malang City, and Malang Regency. Therefore the number of domestic and foreign tourists in Malang every year always shows an increase.

This statement is proven by data obtained from BPS (Central Bureau of Statistics) in 2010-2017, namely as follows:

TABLE I. THIS STATEMENT IS PROVEN BY DATA OBTAINED FROM BPS (CENTRAL BUREAU OF STATISTICS) IN 2010-2017

Year	Foreign tourist	Domestic tourist	Total
2010	4.187	1.938.066	1.942.253
2011	9.983	2.101.822	2.111.805
2012	29.504	2.014.105	2.043.609
2013	33.226	2.517.248	2.550.474
2014	80.792	3.170.575	3.251.367
2015	99.873	3.554.609	3.654.482
2016	129.663	5.719.881	5.849.544
2017	10.669	2.084.553	2.095.222

If interpreted from the data above shows that the number of foreign tourists and domestic tourists always shows an increase starting from 2010-2016 as many as 19 million tourists visiting. Although in 2012 the number of domestic tourists had shown a decline in the number of tourists as many as 87,717 thousand tourists. In addition, in 2017 the number of tourists also showed a decline again, namely foreign tourists and domestic tourists from around 5,849,544 million tourists visiting in 2016 and decreasing to 2,095,222 million tourists visiting in 2017.

The reason Malang is a tourist destination and the number of tourists visiting can be due to various tourism potentials. Such as nature tourism, artificial tourism, educational tours, rural tourism and so on are presented by Malang Raya.

Coban Parang Tejo is one of the natural tourist destinations in the form of waterfalls in Malang Regency located in Princi Hamlet, Gading Kulon Village, Dau District, Malang Regency. With a distance of about 20 km from the direction of Malang City or 21 Km from the direction of Batu City and can be reached within ± 1 hour by using a private vehicle.

The tourist area of Coban Parang Tejo is also adjacent to the Mount Butak climbing post, due to the location of the Parang Tejo Coban which is right on the slopes of Mount Butak. In addition, this tourist area is located at an altitude of

670 meters above the sea level. Coban Parang Tejo has a waterfall range of 100 meters. Coban Parang Tejo usually also presents a rainbow appearance that usually occurs during the dry season in the hot sun. This rainbow appears because of the splash of water which is then accustomed to the sunlight which finally comes the rainbow. The reason for this waterfall is also called Coban Parang Tejo, which is Tejo, which means Rainbow in Javanese and Parang which means Batuan or Tebing in Javanese, which means that the stone is exposed to water splashes so it becomes a rainbow.

The tourist area of Coban Parang Tejo still has an atmosphere of forest that is overgrown with pine trees and arguably still very beautiful and still very natural. This tourist area can also be said to have a hidden beauty amid the bustle of the City. To enjoy the atmosphere even the tourists are charged an entrance fee which is still very easy for all people who want to vacation in a quiet and cool atmosphere. Therefore, how should the development strategy of the area as a tourist area be focused on a participatory strategy and implementation process involving the community, government and private sector, so that the Coban Parang Tejo area development policy into a tourist area must be more effective and in accordance with hope.

Some relevant studies also confirm the same thing, how important is the development of sustainable tourism areas, such as the description below. The results of the study were then used as input for the development and management of tourist areas in Bedono Village, namely a strategy for developing and managing Bedono tourism villages that originated from potential problems in Bedono village and supported by existing policies and organizations (Suwandono, 2015)

From the uniqueness that is possessed by the Coban Parang Tejo tour, finally it makes researchers interested in researching this tourist area which is known as its beautiful hidden paradise and still very natural even though it is close to the downtown area of Malang City and Batu City.

But in addition to the beauty of nature and the various charms of beauty possessed by the tourist area of Coban Parang Tejo which is the reason. Another reason why researchers are interested is that it is quite empty of visitors to the tourist area of Coban Parang Tejo. Researchers want to find out what the reasons behind why the tourist area with potential that can be said to be promising as a tourist area and can compete with coban tourism in the surrounding areas are quiet, if there are only a few tourists there are not thousands. In addition, researchers are also interested in the efforts of the relevant parties responsible for managing the tourist area of Coban Parang Tejo.

In this study the author will review how the government's participation in the development process of the tourist area of Coban Parang Tejo in Gading Kulon Village, Malang Regency, is there any participation from outside parties that contribute to

the development of Coban Parang Tejo tourism area in Gading Kulon Village, Malang Regency. and measuring the social role of the community around the tourist area in the process of developing the tourist area of Coban Parang Tejo in Gading Kuon Village, Malang Regency.

II. METHODS

The method carried out in this research is descriptive qualitative, with technique data collection in the form of: interview, and also documentation, and using critical analysis, to see as well describe the problem there was a tourist area in Coban Parang Tejo, Princi hamlet, Gading Kulon village, Dau District, Malang Regency. Other than that from the results of this study provide solutions and solving the problem happen.

W. Lawrence Neuman try to identify 4 factors related to orientation in that research using qualitative methods. First orientation associated with approach used data. Qualitative methods treat data as something meaningful intrinsic. Thus, data in research qualitative is "soft", no perfect, immaterial, sometimes run away and a researcher qualitative will never be able to express everything is perfect. However, the data in qualitative research is of a nature empirical, consisting of documentation various events, recordings each words, words and gestures from object of study, behavior specific, documents written, as well as various visual images which is in a social-phenomena.

III. RESULTS AND DISCUSSION

A. Result (Coban Parang Tejo Tourism Potential)

Coban Parang Tejo is an object nature tourism is at Princi Hamlet, Gading Kulon Village, Dau District, Malang Regency. Tourist area it is located at an altitude of 670 meters above sea level. Coban Parang Tejo has the waterfall height is around 100 meters. With mileage about 20 km from the Malang City or 21 Km from the direction Batu City and can be traveled within \pm 1 hour with use the vehicle personal.

Gading Kulon Village located in Malang Regency, East Java Province. Gading Kulon Village consists of 3 Hamlet, which is in krajan hamlet. The sempu hamlet, and Hamlet princi and divided into 22 RT. This village has an area amounting to 387 km², and is located at an altitude of 670 masl. With a population of 4008 people on April 2019, with population details men numbered 2001; women numbered 2007; with as many households as possible 1,259 families.

Local communities the average tourist is educated low with no amount graduated from elementary school as many as 10 people; finished elementary school with 1,280 people; graduated from junior high school as many as 278 people; graduated from high school as many as 40 people; graduated D1 / D2 / D3 / D4 / S1 / S2 as many as 9 people; and break up

school as many as 895 people. Therefore, eyes livelihood of the Gading Kulon villagers is dominant as a farmer with a population ratio of 825 farmers; trader around 8 people; washers as many as 2 people; driver as many as 12 people; retirees of 5 people; private employees as many as 10 people; 1 traditional shaman; 12 civil servants; and farm workers as many as 48 people.

Coban Parang Tejo Tourism is a tourist area that combines beauty sights and rides - unique rides with large forest area planted with pine trees the atmosphere is fairly cool and still natural. This tour starts in early 2018. Having good potential considering that this area is still very natural and far from the hustle and bustle of urban crowds. A beautiful panorama with a cool atmosphere makes it a tourist attraction this is quite popular with good tourists visitors coming from around Malang itself, as well as visitors from outside the city.

Tourism is one of the mainstay aspects on beside small industry and agro industry. The tourism sector also has an important role in global economic activities, and the tourism industry has become an important industry for many countries to trying to develop it (Hsie & Kung, 2013). That's because you can generate foreign exchange and at the same time expected to be expand and create employment as well create business for local community.

Regional community the local people could indirectly feel the impact of the tourism. Such beneficial effects creating jobs, increasing income, and increasing crowds of an area to become famous. In addition, this tourism sector also greatly affects the quality of life of local communities (Eshlikii & Kabout in Kurniawan, 2015: 445). While adverse effects such as the high price of an item, damage to the surrounding area and the loss of local culture or wisdom in the place.

Slamet Riyadi (1981) States that development is a dynamic process that includes various activities that are planned and directed by involving the participation of many people as a renewal force for lead to changes in social change or structure basic social and economic growth speed up but controlled within the scope of justice social for the sake of progress and quality of life and increase the dignity and human maratabat (Wawan, 2015: 445-456). In law number 9 of 1990, tourist attractions and attractions is everything that is become a tourist target.

B. Development Obstacles Coban Parang Tejo Tourism

On progress, this tourist attraction is experiencing some related problems management of facilities and infrastructures on site this is marked by results location observation show that facility damaged and infrastructure inadequate. This situation makes this tourist attraction Coban Parang Tejo difficult to develop. This was confirmed by a statement from Mr. Amim as the Korwis from Perhutani, that is "The development of Coban Parang Tejo tourism is still unsuccessful, brother and sister...

yes, because this tourist area cannot be widely known by the public, besides it is a photo spot or a park to many are damaged because they are not maintained. Investors also seem too afraid to invest a lot of funds as a result the actual tourist area has great potential unable to develop properly, as an example if we take it like on Coban Rais with Coban Talun investors are not afraid of loss right also invest the funds so the results are capable growing like now this is like the one with you know".

In addition to statements from Mr. Amim from the side Lembaga Village Community Forest (LMDH) Wono Lestari namely Mr. Slamet as chairperson too express his opinion regarding inhibiting factors the development of tourist areas Coban Parang Tejo is as follows. "This is brother and sister..... if you ask the inhibiting factor why Parang Tejo can't That development is possible, because of the capital in my opinion capital plays a role important in development tour. Because if you want develop tourism, sure need enough funds to make build facilities and adequate infrastructure before any investor enters the intention of the community is me, just invest yourself from to outside investors yes but what about the community here already give up investment because afraid of not returning capital like first when you wake up the farm. Besides that because of factors the community is busy in the garden same as cattle. Besides that Yes, brother and sister, if I see it investors brought in Perhutani is like no intention, tourist area is lonely, apart from its location like not maintained if in my opinion also the place not as green as it once was right Dutch era is like nothing there is also one with nature erosion potential if it rains, harms the people down. Besides that factor the resistor isn't there either power to take care of the place that... indeed society the energy is there but the results are can be with the community too Just a little over 1% percent sister... so yeah people want to help yes lazy the results aren't how much better to process the garden with the cattle is the result certainly. In addition, institutions are also only allowed take care of land in the tourist area Only to the waterfall just not more ".

Another statement too had been said by the Chief Princi Hamlet namely Mr Supriyatno namely "inside management and effort development of this tour community with the government there are not many villages involved directly. The problem is yes the community cannot participate intervene because of it Investor agreement with the parties Perhutani. Besides that because of that daily profession of the community as farmers and breeders. The same community as the village lazy directly involved because the results given are just too a little around 2% so yes more Good work, brother and sister on helping out there....., actually also investors if what I see also results the smallest one the most Perhutani is deep investor development also lazy because the results are small so yeah, like you, brother and sister. The place is not maintained equally quiet when it is potentially"

C. StakeHolder Analysis

Hampered development of this subject influenced by several factors, one of which is a conflict occurred between tourist managers at inside it. This tourist attraction is managed by 3 parties related, namely parties Perhutani, Investors, and local village community who joined the Institute Community Forest Village or can be called an Institution Wonolestari. Realization tourism strategy sustainable requires good integrity between tourist managers and cutting the area local.

With the existence of integration the good thing is managing will produce permanent tourism stay awake and its sustainability. Needed cooperation from 3 parties to manage the coban tour, the PKS system formed between the three parties should be able to be divorced fair. Previously the community village incorporated in the institutions have got it share of 1%, because PKS can updated regularly 2 year once. Then Expected for the future division the results must be evenly distributed, because villagers also have the right get part of coban tour located in Gadingkulon village.

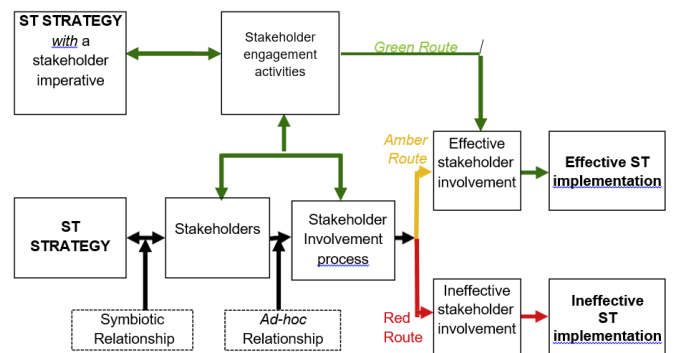


Fig. 1.

Stakeholder involvement very influential the development of a sector tourism. This can be on explain on the chart below: **green route**: describes the involvement of that good by stakeholders; **yellow route**: standard risk relationship; and **red route**: high risk route develop. In the end the potential of the Coban Parang Tejo tourist attraction cannot be developed properly due to some bad relations between the community, investors, and Perhutani.

As explained in the table above. In developing the Coban Parang Tejo tourist attraction, stakeholders or stakeholders did not integrate well. This has an impact on the progress of this tourist attraction. Because the surrounding villagers who are members of the Forest Village Community Institution cannot help much in developing this tour. They are only allowed to take care of road access to the waterfall and are not allowed to help repair the facilities in the park because it is the right of investors.

Without the participation and good involvement of the surrounding community in tourism development activities, an area in which there is good tourism potential, it is considered difficult for these tourism objects to develop. In the end the potential of the Coban Parang Tejo tourist attraction cannot be developed properly due to some bad relations between the community, investors, and Perhutani.

D. Discussion

Analysis of problems that can be taken by researchers to express their opinions in the analysis of the results of the above research, namely by using the conflict theory approach of Karl Marx. We know that Marx explained in his theory that there was massive exploitation carried out by businessmen or capital owners (the Proletariat) against the workers (the Bourgeois) by giving wages that were inappropriate and arguably very minimal or not comparable to the work they were doing.

According to Marx, the history of human society is the history of the class struggle, which gave birth to bourgeois groups and proletarian groups. Groups who were aware of their position on the proletariat, at that time they consciously carried out various kinds of rebellion efforts against the bourgeoisie. According to Marx, this conflict between classes will cause changes in society. One day the proletariat will win this class struggle and then give birth to a classless society. This conflict theory then raises what is called a conflict perspective.

This perspective sees that society is something that is always changing, especially as a result of the dynamics of power holders who keep trying to maintain and improve their position. Karl Marx views that conflict theory was born with several conceptions, namely the conception of social class, power, and the state in which these conceptions are mutually sustainable with each other.

In this study Karl Marx's conception in the value was relevant to the problems experienced by the people in Princi Hamlet, Gading Kulon Village, Dau District, Malang Regency in the process of developing tourism in Coban Parang Tejo. Where conflicts occur between the community, Perhutani, and investors. Problems faced from many facilities and infrastructure are damaged and poorly maintained; parks and many photo spots overgrown with grass and poorly maintained; lack of labor for management of tourist attractions; the distribution of results at a very minimal value; conflict between investors and village communities about the division of management of tourist areas that are different from PKS (Perjanjian Kerja Sama or Cooperation Agreement); restrictions on the participation of the community and village government in the management of tourist areas; the minimum level of public awareness for the tourist area development process.

Of the several problems described are the impacts of conflicts that occur between investors, the public, and

Perhutani. The root or background of these problems could be due to the lack of transparency in the making of VFD between Perhutani and the investor to the community in the local area. Besides that, it could also be due to the lack of distribution of results as stipulated in the PKS agreement, namely: 30% for investors, 35% for Perhutani parties, 25% for corporations (taxes, insurance, etc.), 5% for village governments, 3% for sub-district government, 1% for institutions, and the remaining 1% for the community. This is in accordance with the contents of the PKS Perhutani and the investors who are regulated in the Forestry Minister's Regulation Number P.50 / Menhut-II / 2006 concerning Guidelines for the Cooperation Activities of Perhutani's Perum Business in Forest Areas.

Furthermore misunderstandings are also based on the distribution of tourist areas managed by investors and community institutions. That is if it is regulated in accordance with the contents of the PKS, namely land that will be managed to become a tourist area of 20 hectares, with a distribution of 10 Ha managed by the investor and 10 Ha managed by LMDH (Lembaga Masyarakat Desa Hutan). But the fact is that according to the institutions managed by the institution it is not as wide as that because there is a ban on the part of investors. Even though the division of the area has been arranged in a Memorandum of Understanding between Perum Perhutani KPH Malang and the Government of Malang Regency No. 86 / 001.2 / PMDH / and 180/248 / PKS / 421.01 / 2004 dated February 4, 2004 concerning Partnership Patterns for Forest Management which are controlled by Perum Perhutani and BAPL on Requests for Making Tourism Rides for 210 b and 210 d RPH Selorejo BKPH Kepanjen No. 09 / BAPL / HUGRA_MLG / DIVRE JATIM / 2017 on August 7, 2017. The MCC made by Perhutani with the investor has also been arranged with a Submission Letter from Asper / KBKPH Kepanjen Number: 12 / 002.8 / Kpj / Mlg / Divre East Java date July 24, 2017. Regarding the Proposal for Application for Collaboration on Tourism Management Permits.

IV. CONCLUSION

A conclusion that can be taken in by researchers namely is still many different interpretations between the related parties state owned forest enterprise or, investors and the community. So that these problems do not get done and impress protracted because there is no transparency the contents of the prosperous justice party pks those which have already been made by parties and to state parties to society investors to expand its oil state owned forest enterprise or. So as to from a lack of transparency here on wednesday and thursday the problems faced by running may result in extending loans for new and a lot of problems to be the chief resistor factor the process for the development the event coban parang tejo.

Suggestions can be given by researchers for investors may be more want to coordinate with the government and the local

community. Because if the investors called work well together perhaps tourist area coban parang tejo can managed well. There will be no more neglected and untreated areas. Because it is very unfortunate when build various a spot used the money then they left without any treatment, and eventually lose the investor as desolate of visitors

Next advice given by researchers will the institutions, the village administration, and society. If people want to more developed maybe for the government more pay attention and can facilitate the citizens to be more capable of the develop and exploit in the area. Maybe the activities developed by an agency that given capital by the village administration and this purpose the Gading kulon village community itself. Maybe from it will deliver tourist village that accentuates the excellence and the potential that exists in village. Better than the village administration, and the only focus on processing and development of tourism Coban Parang Tejo.

In the long term the state owned forest enterprise or for both own advice provided by researchers are not many, it may be only from trouble the selection of why none of you should investors began to withdraw their junior high school participate in party is involved the institutions as well as the community for there to be no of various individuals and institutions who feel aggrieved. State owned forest enterprise or does not seem to discourage and to state parties also need to build a pay more attention to the welfare of the community in

the process for the development tourist attraction although last year coban parang tejo if across the political spectrum wants people come to active moving and share in the prses.

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