Identification of Potency for Developing Business Value of Negeri Katon Tourism Village, District of Pesawaran, Lampung Province

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Abstract: Development of a tourism village is inseparable from the development and excavation of the tourism potentials itself. The issue that should be a concern in the development of tourism village is how the community can be encouraged and developed continuously, so that the potential of the village and society can be developed optimally (Adityaji, 2018). Negeri Katon is one of the tourist villages in the district of Pesawaran, Lampung province with the potential such as handicraft tourism, namely Tapis. The problem is the lack of knowledge and individual ability of the community in managing the business, as well as a lack of creativity and innovation in production and marketing. This research aims to identify the potential value of business of Negeri Katon Tourism Village, district of Pesawaran, Lampung province.

Methods of research using qualitative methods with observation data collection techniques, interviews, and documentation. Data analysis techniques use descriptive techniques. The results of this research show that there is a large potential of Negeri Katon Tourism Village to be developed so that it has good business value. Negeri Katon Tourism Village has carried out various activities to improve the tourism value, both in the form of independent activities and cooperation with the Government and private sector. It is hoped that this research can be useful in drafting a strategy to increase business and tourism value for the community, especially for the local government of Lampung province.

Keywords: Tourism Village, Tourism Development, Potential Value, Business Value, Tourism Potency

1. Introduction

A developing tourism village is a village that has managed to maximize the existing potential of its area. The potential of a tourist village can help by paying attention to individual abilities in local community. The identification of this potential can be done directly by way of observation and direct interaction (face-to-face and heart-to-heart) for the local community. This potential tracking activity as the basis of developing strategies for increasing the business value of a tourist village.

Negeri Katon is one of the villages that has been declared by the Lampung provincial government as the Leading Tourism Village. Namely a tourist village that is characteristic or identity of an area and has a high tourist value. In this case the Negeri Katon Tourism Village has a characteristic as a Tapis fabric artisan village, which is a special cloth comes from Lampung Province.

Tapis is a product of traditional art from Lampungese community which is a woven fabric. Tapis fabric is made of woven cotton with sudti motives or decorations, embroidered with silver or gold thread. The material used is woven fabric, cotton yarn and gold or silver thread. Tapis cloth is usually used at the top of gloves that made of cotton yarn with motives such as flowers and animals, embroidered with gold or silver thread a (Exploride, 2012).

2. The Tourism Village and The Craft of Tapis Lampung

The village is the smallest community of life that has given color and features (landmarks) to the pattern of life of Indonesian so that they can be distinguished from the characteristics of the lives of other nations. Sastrayuda (2010) revealed that tourism development, in line with developing dynamics, has penetrated various terminologies such as, sustainable tourism development, village tourism and ecotourism, which are tourism development approaches that seek to ensure that tourism can be carried out in non-urban tourist destinations. Whereas in the conceptual dimension of the tourism village has the understanding of making the overall potential of the village and its people as a tourist attraction so that there is direct interaction with the community and consuming a variety of tourist attraction products and services provided by the village community such as homestay-eating and drinking-art and culture-village services educational motivation, experience, life enrichment.
Tourism village is one form of application of community-based and sustainable tourism development. Through the development of tourism villages, it is expected that equity will occur in accordance with the concept of sustainable tourism development. In addition, the existence of a tourism village makes tourism products more valuable in rural culture so that the development of tourism villages is cultural value without damaging it. Inskeep (1991) says that village tourism is a form of tourism, where a small group of tourists live in or near traditional life or in remote villages and study village life and the local environment. Nuryanti (1999) defines a tourism village as a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with applicable procedures and traditions. It was also stressed that the most important component in a tourism village was (1) accommodation is part of the residence of the local population and/or units that developed in accordance with the residence of the population, and (2) attractions, namely the entire daily life of the local population and their background physical location of the village which allows integration of tourists as active participants, such as dance, language, painting, and other special things. Tourism village is tourism which consists of overall rural experience, natural attractions, traditions, unique elements that can attract tourists as one (Joshi, 2012). So the essence of the tourism village is the development of a village that utilizes the capabilities of the elements existing in the community and the village that functions as an attribute of tourism products into a series of integrated tourism activities and has a specific theme in accordance with the characteristics of the village. Based on the essence of the tourism village, a village is referred as a tourism village if it is able to offer an overall atmosphere that reflects the authenticity of rural areas in terms of socio-economic, socio-cultural, daily customs of the villagers, village building architecture, or daily activities of villagers that has unique value and interesting, both in the form of attractions, accommodation, food and beverages, and other uniqueness that is owned by a village.

2.1. The Development of Tourism Village in Indonesia

In the development of a tourist village as a tourist attraction it needs to be understood from the beginning if the local community is not as a passive object but rather as an active subject. A rural environment can be seen as an object as well as a tourist subject. As an object it means that the village is a destination for tourism activities while as a subject is the organizer, what is produced by the village will be enjoyed by the community directly and the active role of the community will determine its continuity (Raharjana, 2005). The implementation of community-based tourism, especially for the development of rural tourism, several issues that must be considered are participation, decision making, community capacity building, and access to the tourism market.

The management of tourism villages through excavation of village and community potential on an ongoing basis then the development of tourism villages can have a maximum impact on the welfare of farmers and village communities. Thus, the development of a tourist area inseparable from the development and excavation of tourism potential itself starting from the level of the region or the lowest (Aditya, 2018).

The development of the tourism village refers to the local government policy that Pesawaran Regency Government in assisting the Tapising community in the District of Negeri Katon is to form a Regent Regulation Number 17 of 2016 concerning the determination of rural areas based on the Tapis Craft industry center. The District of Negeri Katon is one of the superior programs in Pesawaran Regency with the aim of improving service quality, economic development and empowering rural communities.

2.2. The Tapis and its Development

Tapis Fabric for Lampung Indigenous People has a symbolic meaning as a symbol of purity that can protect the wearer from all impurities from outside. In addition, the use of Tapis Fabric also symbolizes the user's social status. At each Customary Marriage Ceremony the bride is required to use Tapis and Siger fabrics in certain forms as a characteristic for the Indigenous and Caste Communities of the bride concerned (Ariani, 2016).

Lampung Province has a very rich culture, one of them is Tapis. Tapis is a Lampung people's identity that has been preserved for centuries. Negeri Katon District, many of its residents earn a living as Tapis artisans, especially women. The role of the Pesawaran Regency Government in carrying out its function is to prioritize local wisdom by utilizing the potential of human resources, natural resources, science and technology for improving the welfare of the community, therefore demands innovation, creativity, entrepreneurial spirit and are more responsive to the public interest.

Preservation of Tapis as a local wisdom of Lampung, in effort to improve the economic welfare of the artisans, therefore the Government of Pesawaran District established a Regent Regulation Number 17 of 2016.
concerning the determination of rural areas based on Tapis Craft industry centers in the District of Katon and the village in question namely:

### Table 1. The Name of Villages, Number of Artisan, and Its Type of Products

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of Village</th>
<th>Number of Artisan</th>
<th>Type of Tapis Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kagungan Ratu</td>
<td>100</td>
<td>Shawl and sarong</td>
</tr>
<tr>
<td>2</td>
<td>Negeri Katon</td>
<td>158</td>
<td>A variety of Tapis products</td>
</tr>
<tr>
<td>3</td>
<td>Tanjung Rejo</td>
<td>50</td>
<td>Shawl and sarong, cap</td>
</tr>
<tr>
<td>4</td>
<td>Halangan Ratu</td>
<td>100</td>
<td>A variety of Tapis products</td>
</tr>
<tr>
<td>5</td>
<td>Negara Saka</td>
<td>40</td>
<td>Shawl and sarong</td>
</tr>
<tr>
<td>6</td>
<td>Kalirejo</td>
<td>150</td>
<td>A variety of Tapis products</td>
</tr>
<tr>
<td>7</td>
<td>Pejambon</td>
<td>8</td>
<td>Tapis Clothes</td>
</tr>
<tr>
<td>8</td>
<td>Ulangan Jaya</td>
<td>60</td>
<td>A variety of Tapis products</td>
</tr>
</tbody>
</table>

Tapis is the identity of Lampung in aligning life with both the environment and the creator of nature. Tapis is one of the commodities that will assist local governments in absorbing labor, providing employment, if carried out in accordance with the aims and objectives of the policy. The general characteristics of small industries in Indonesia have no exception. The Pesawaran District is reflected in entrepreneurship, capital, marketing, skills, availability of raw materials, product design, equipment and business facilities. Problems faced by Small and Medium Enterprises (SMEs) include limited quality of Human Resources (HR) of SMEs actors, access to productive resources such as limited access to capital and use of technology, infrastructure problems, such as representative markets, and road facilities that facilitate SMEs to sell the results of their business and government bureaucracy issues, such as the quantity and quality of government apparatus resources in coaching and mentoring for SMEs (Ramadhansyah et al., 2013).

3. **Method**

Methods of research used qualitative methods with observation data collection techniques, interviews, and documentation. Data analysis technique used descriptive techniques.

3.1 **Data Collection**

Data collection techniques used observation, interviews, and documentation. The type of sampling used snowball sampling (Johnson, 2014) by applying positivism paradigm. As a philosophy, positivism adheres to the view that only “factual” knowledge gained through observation (the senses), including measurement, is trustworthy. In positivism studies the role of the researcher is limited to data collection and interpretation in an objective way (Dudovskiy, 2016).

3.2 **Data Analysis**

Data analysis technique used descriptive techniques with positivism paradigm approach. Moreover, in positivism studies the researcher is independent from the study and there are no provisions for human interests within the study. Crowther and Lancaster (2008) argue that as a general rule, positivist studies usually adopt deductive approach, whereas inductive research approach is usually associated with a phenomenology philosophy. Moreover, positivism relates to the viewpoint that researcher needs to concentrate on facts, whereas phenomenology concentrates on the meaning and has provision for human interest.

4. **Results and Discussion**

4.1. **The Wealth of Tapis Handicraft Products as a Tourism Value**

Based on observations and interviews, the current condition of the Negeri Katon Tourism Village still needs to be improved. The villagers hope that their handmade-Tapis can be sold easier and reach many areas, both local and abroad. Although in reality, some of their works have reached foreign countries such as Germany and Japan, but when compared with the number of works that have been made are still very few in number. There is only few number of foreign tourists who come to the village of Negeri Katon. It means Tapisand Negeri Katon village are still not popular. It also happened for our local tourist. There are only a few interested people who come directly to Negeri Katon seeing the process of making and buying Tapis as merchandise.

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On the other hand, the government has carried out various activities that support the increasing popularity of Negeri Katon tourism villages, such as involving a mentor and several representatives of the Tapis country village artisans at the 2017 KKI Export-Import event in Jakarta organized by the Office of Trade Republic of Indonesia. But this activity certainly will not give a maximum impact if it is not accompanied by other supporting activities that are continuous and consistently carried out directly by Negeri Katon village community.

According to the villagers of Negeri Katon, which is also one of the producers of Tapis cloth, it takes a week to weave Tapis cloth, with a wage of 50 thousand rupiah per cloth. As for Lampung embroidery that is called Sulam Usus, it takes a month with a salary of 500 thousand rupiah. Most of Tapis artisans Negeri Katon Village are from Lampung. The culture of weaving Tapis cloth or known as 'nyucuk' is a cultural hereditary heritage that has been done by the villagers of Negeri Katon since they are teenagers (age 10 - 12 years old) and most of them are females. This nyucuk activity becomes a side job, especially for housewives while taking care of children and other household needs. From the business side, they get income about Rp. 200,000,- - Rp. 500,000,- per month, depending on the number of products they produced.

PNPM Mandiri Pedesaan (National Community Empowerment Programming Rural Independent) and the local government are helping the community by providing assistance in the form of looms made of wood. While the needles, sewing machines, and raw materials (cloth and gold thread or embroidery thread) are sought by the community, both independently and in groups. At present the marketing efforts of Tapis products are carried out by including products at the SMEs exhibition held by various parties, especially by the Republic of Indonesia's Department of Tourism and Trade Office, both regional and national level events.

The problem that occurs is that the community has not been able to market the results of its products to the wider community, so the income earned is not optimal. Whereas in terms of aesthetics and cultural values,
Tapiscloth of Negeri Katon Village has a high selling value. This is evidenced by the appreciation of foreigners who buy Tapis cloth in the form of dresses with sizable nominal compared to other similar products.

<table>
<thead>
<tr>
<th>Intact Tapis Products</th>
<th>Tapis products as accessories</th>
<th>Souvenir products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Fabric</td>
<td>Skullcap/cap</td>
<td>Key chains</td>
</tr>
<tr>
<td>Sulam Usus</td>
<td>Fun bag</td>
<td>Wall decoration</td>
</tr>
<tr>
<td>skullcap/cap</td>
<td>Sling bag</td>
<td></td>
</tr>
<tr>
<td>bags</td>
<td>Wallets</td>
<td></td>
</tr>
<tr>
<td>scarves</td>
<td>Ties</td>
<td></td>
</tr>
<tr>
<td>scarves</td>
<td>Hats</td>
<td></td>
</tr>
<tr>
<td>Sulam Usus</td>
<td>Motive on Shirts and Batik</td>
<td></td>
</tr>
<tr>
<td>cloth</td>
<td>Jar</td>
<td></td>
</tr>
<tr>
<td>scarves</td>
<td>Tablecloth</td>
<td></td>
</tr>
<tr>
<td>scarves</td>
<td>Hijab</td>
<td></td>
</tr>
<tr>
<td>scarves</td>
<td>Long dress</td>
<td></td>
</tr>
</tbody>
</table>

In addition to fabric traditional products, there are several other types of Tapis products, such as skullcap/cap, bags, wallets, scarves, ties, key chains, hats, and other accessories that are affixed, such as Tapis motives on shirts and batik.

**Figure 3.** Intact Tapis Products (left to right: Traditional fabric, Sulam Usus, and Scarf)

**Figure 4.** Tapis Products as Accessories (left to right: Skullcap/cap, Wallet, and Hijab)
4.2. Tapis Artisans Group as Barometer of Success

Initially, the Tapis artisans in Negeri Katon Tourism Village carried out these ‘nyucuk’ activities individually, but did not have a group yet. Tapis Jejama is the name of a group of Tapis artisans who manage Tapis handicraft products in Katon Negeri Village. This Tapis producer group was first established in 2014 with an asset value of 100 million. Nowadays, the annual business turnover reaches 100 million rupiah. Activities that are often carried out by the Tapis Jejama group include: taking part in exhibitions, conducting training, and sending members / group leaders as resource persons at several events. At this time, Tapis Jejama group is chaired by Redawati. In addition, there is Zuliana and Juwariyah who also helped manage and market Tapis handicraft products.

4.3. Development Opportunities in the Tourism Business Value of Negeri Katon Village

The tourism industry has the potential to provide sustainable employment and empowerment for Negeri Katon villagers. With the Tapis Jejama artisan group, they try to increase the value of this business on the right track. Government and private sector support is already in place. Then the opportunity to increase the business value of the Negeri Katon tourism village is even greater. Some things we can do to increase business value of Negeri Katon tourism village include:

1. Increase the amount of intensity of participation at the exhibition
2. Increase the number of looms, both manual and automatic tools, such as weaving wood and sewing machines
3. Maintain work training routines for the artisans community
4. Bring in external speakers to increase the knowledge and insights of the artisan community about the value of the tourism business
5. Improving village facilities and infrastructure directly related to improving the image of the Negeri Katon tourism village, such as renovating and decorating the Village Hall for permanent, permanent exhibition facilities.
6. Promoting products through information technology, such as social media and internet.
7. Preserving and increasing the quality of products.
8. Exploring more various design and motive of products.

5. Conclusion

The current condition of the Negeri Katon Tourism Village still needs to be improved, this is based on observations and direct interviews. There are only a few interested tourists who come directly to Negeri Katon to see the process of making and purchasing Tapishandicraft products. Meanwhile, the government has held supporting activities represented by the Republic of Indonesia's Department of Tourism and Trade Office. But this will not give maximum impact if it is not supported by other supporting activities that should be done by Negeri Katon villagers.

The problem that occurs is that the community has not been able to market their products to the wider community, so the income will not be optimal. While in terms of aesthetic and cultural values, Tapis Village Katon Negeri fabric products have a high selling value. This is evidenced by the appreciation of foreigners who buy Tapis in the form of dresses with a sizable nominal compared to other similar products. Some things we can do to increase the business value of a tourist village include: 1) increasing the number of participation in exhibitions, 2) increasing the number of looms, 3) Maintaining work training routines for artisans community, 4) Bring external speakers to increase the knowledge and understanding of the artisan community about business value, and 5) Improving village facilities and infrastructure that are directly related to improving the image of Negeri Katon tourism village, 6) Promoting products through information technology, such as social media and internet, 7) Preserving and increasing the quality of products. 8) Exploring more various design and motive of products.

6. Acknowledgement

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