



Tourism Development for Economic Growth of the Mojokerto Region

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ABSTRACT

The purpose of this research is how to implement strategy development to increase regional economic growth and what are the positive implications of implementing strategy development to increase regional economic growth in Mojokerto Regency, East Java. Methodology. The data analysis method used in this study is the analysis of the interaction patterns of Miles and Huberman of Data Collection, Data Reduction, Data Presentation, and Conclusions and Verification. Results show governance in the development of tourism-based village potential in Mojokerto Regency, especially Ketapanrame Village, is proof that the village government can invite the community to work together to realize a common goal. From this, it can be said that village officials or village heads in particular can give trust to the community but not all leaders can do this. With the existence of several tours such as the Ganjaran park and Sumber Gempong, the Trawas Village Head admits that the community's economic level is slowly getting better.

Keywords: Tourism, Mojokerto Regional, Economic Growth

1. Introduction

The beginning of 2020 will be remembered as the year of the deadly flu epidemic that paralyzed world economic activity in the early 21st century on a global scale. Almost all countries in the world experienced very heavy shocks, including Indonesia, the shock was caused by the coronavirus. On March 11, 2020, the World Health Organization (WHO) declared it a pandemic, this virus was first detected in Wuhan City, Hubei Province, China, in December 2019 (Wiwik, 2020). The impact of this virus has reached more than 180 countries spread across all continents, with economic, educational, social, behavioral, and lifestyle changes. Sunday (14/2/2021), data from Worldometers, the number of cases of the coronavirus in the world amounted to 109,068,797 cases, of that number, 2,403,365 people died, and 81,060,123 people recovered. Until now, there have been 7,592,879 active cases and the number will continue to grow.

Tourism is one sector that is being seriously worked on by countries in the world to encourage the national economy. Indonesia has great tourism potential because Indonesia is a vast archipelagic country, whose territory stretches from Sumatra to Papua. Tourism is one of the social, economic, political, cultural, and technological phenomena, so this situation has become a great concern for experts and development planners. Tourism is everything related to tourism, including the exploitation of objects and tourist attractions, and businesses related to these fields.

Since the Covid-19 pandemic, the country has had an economic crisis that is estimated to be weaker than the previous year. The Minister of Economy said that economic growth could

be depressed to the level of 2.5% to 0%. This will happen when a good and appropriate prevention strategy is not immediately carried out to overcome these problems, and currently, the State has added intensive care for health workers by 20% and the number of health sectors by 6.1 trillion, this is a concern for the global economy including ASEAN countries. Economic impacts such as the decline in the rupiah exchange rate, the free fall of the JCI movement, and the threat of losing income, especially for the poor and families who work in the informal sector (Livana, 2020).

The territory of Indonesia which is crossed by the equator makes Indonesia have a climate that gives rise to a variety of flora and fauna that fascinates tourists to visit Indonesia. to become a world-famous tourist destination. Natural beauty and cultural diversity, make the State of Indonesia a country that is famous for tourist objects, both natural attractions and cultural attractions.

According to Walakula (2020) that one of the development sectors that accelerates the economic growth of a region, tourism is considered a strategic asset to encourage development in areas that have tourism potential. One of the most popular places in Mojokerto City at this time is Sumber Gempong Tourism and Poetoek Soeko Peak (Putuk Suko) located in Sukosari Village, Trawas District, Mojokerto Regency, East Java. who are also affected by the Corona-19 Virus which not only has an impact on managers but also has an impact on the surrounding community?

According to Purwanti and Dewi, R. M. (2014), the influence of the number of tourist visits is very significant for the development of the tourism industry and local revenue so that



domestic and foreign tourists are attracted to visit. The existence of support for the allocation of funds from the government every year makes the tourism sector develop tourist attractions so that many tourists visit. The number of tourists who visit makes the tourism sector the potential to increase local revenue. As a result, the number of tourist visits makes a positive contribution to local revenue. The problem in this research is how to implement strategy development to increase regional economic growth and the positive implications of implementing strategy development to increase regional economic growth in Mojokerto Regency, East Java.

2. Literature Review

Tourism is a complex activity that can be viewed as a large system, which consists of various components such as economic, ecological, political, social, cultural, and so on. When tourism is seen as a system, the analysis of tourism cannot be separated from other subsystems, such as politics, socio-economics, culture, and so on. These subsystems have a relationship of interdependence and interconnectedness (interconnectedness). This shows that changes in one subsystem will also cause changes in other subsystems until finally a new harmony is found.

The understanding of tourism as a system shows that there are many actors involved that have a role in driving the tourism system. These actors, both individuals, and groups, are also referred to as tourism people who exist in various sectors related to tourism. In general, tourism personnel are grouped into three main pillars, namely: (1) community, (2) private sector, and (3) government. The community pillar refers to the general public who are in tourist destinations or locations, as the rightful owners of various resources which are tourism capital such as culture. This includes community leaders, intellectuals, Non-Governmental Organizations, and the mass media. The next pillar is the private sector, namely tourism business associations and entrepreneurs who are directly or indirectly related to tourism. The last pillar is the government which has authority in various administrative areas, starting from the central government, states, provinces, districts, and so on (Pitana & Gayatri, 2005).

The Presidential Regulation of the Republic of Indonesia Number 5 of 2010 concerning the National Medium-Term Plan (RPJMN) 2010-2014 states that tourism has an important role in encouraging economic activity, improving the image of Indonesia, improving people's welfare, and providing expansion of job opportunities. This role is shown, among others, by the contribution of tourism to the country's foreign exchange earnings generated by foreign tourist visits, added value to GRDP, and employment. This is in line with the objectives of tourism development under the Law of the Republic of Indonesia No. 10 of 2009. According to Prof. Simon Kuznets, economic growth is a long-term increase in the ability of a country to provide more and more economic goods to its population. This capability grows with technological progress, and the institutional, and ideological adjustments it requires.

The same study conducted by Bojanic and Lo (2016) found that tourism is very influential on economic growth in most countries, especially countries consisting of islands. Archipelagic countries have more tourism objects so the income from taxes and levies obtained through these tourism objects can boost regional economic growth. The findings from Handayani's research (2012) found that the number of tourism objects had a significant effect on the economic growth of the Central Java region. This is due to the increase in levies on tax objects based on the increase in the number of tourism objects in Central Java. One component of Regional Original Income that has a high potential is the hotel tax. The greater the income from hotel taxes, the greater the local revenue received.

Santosa (2013) said that the increase in regional original income which is considered capital accumulation will have more positive effects and will accelerate economic growth. Furthermore, the increase in local revenue will ultimately be able to improve the welfare of the community. So that local governments have the authority to continue to explore their financial sources, manage, and use them to finance the implementation of local government.

Economic growth is important to maintain the welfare of its people, but growth is not the end of human development. Growth is only one tool, what is more, important is how economic growth is used to improve human capabilities and how people use these capabilities. The high level of human development greatly determines the ability of the population to manage sources of economic growth, both technology and institutions to achieve economic growth (Brata, 2005. Waskito's (2013) research findings, based on the results of the analysis in his research, explained that The hotel occupancy rate affects increasing the welfare of the community, which means that the hotel occupancy rate can improve the welfare of its people by absorbing labor from the community in tourist destinations to participate in developing tourism, to improve the welfare of the community from the tourism sector.

The portrait of the implementation of strategy development to increase regional economic growth, namely a. Product, namely prioritizing product quality by paying attention to the comfort of every tourist, by always carrying out routine maintenance every year. b. Price is a pricing strategy that is more aimed at the lower middle class, considering the condition of the Mojokerto community, which mostly belongs to the middle class. c. The place is a fairly good distribution strategy, with a selection of tourist attractions that are comfortable with a cool atmosphere, and supported by easy access to every tourist location. d. Promotion, namely a promotional strategy through offline and online media. e. The process is a process strategy by having a coordinator at each tourist attraction to ensure all operational processes run smoothly. f. Physical Evidence is a strategy of physical evidence in the form of maintenance and addition of infrastructure facilities that can provide comfort to customers.



3. Material and Method

The type of research used in this study is qualitative research type. This research was carried out on two objects, namely the Mojokerto Regency Office, and Ghanjaran Park Tourism, Trawas District, Mojokerto Regency, East Java Province. Data analysis in the view of Bogdan & Biklen (Moleong, 2017) is an effort made to work with data, organize data, sort it into manageable units, synthesize it, look for and find patterns, find what is important and what is learned, and decide what to tell others. The data analysis process begins by examining all available data from various sources, including interviews and written communications. (Moleong, 2017). The data analysis method used in this study is the analysis of the interaction patterns of Miles and Huberman, namely:

1. Data collection

In this survey, data collection was carried out by searching, recording, and collecting data through interviews. Documents and Findings Related to the Implementation of Tourism Strategies in Mojokerto Regency

2. Data Reduction

The data obtained in the field is quite large and requires careful and detailed recording. Minimizing data means summarizing, selecting the main ones, focusing on the most important, and researching themes and models. As a result, the reduced data provides a clearer picture and makes it easier for researchers to collect additional data and look for it when needed (Sugiyono, 2015).

3. Data Presentation

After the data is reduced, the next step is to display the data. Moment presenting the data, the data is sorted, and arranged in a relationship pattern, so that it will be easier to understand. Display data, it will make it easier to understand what is happening, and plan further work based on what has been understood (Sugiyono, 2015).

4. Conclusion and Verification

The next step is to draw and validate the conclusions. The first proposed findings are still tentative and will change if concrete evidence is not available to support the next phase of data collection (Sugiyono, 2015). In this study, the researcher's initial conclusions are supported by data obtained by researchers in scientific disciplines. The responses from the survey results provide explanations and conclusions about the survey problems studied in this survey.

4. Result and Discussion

Mojokerto is one of the districts in East Java. When viewed from a geographical point of view, it is between 111° 20'13" to 111°40'47" east longitude and between 7°18'35" to 7°47'30" south latitude with a total area of 969,360 Km² or about 2, 09% of the total area of East Java Mojokerto is bordered by other districts:

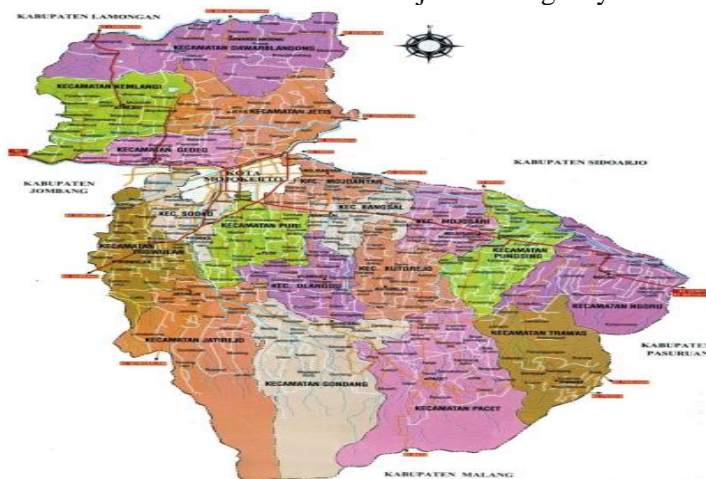
North: Lamongan Regency and Gresik Regency

East: Sidoarjo Regency and Pasuruan Regency

South: Malang Regency and Batu City

West: Jombang Regency

Besides that, the Mojokerto Regency area also surrounds the Mojokerto City area which is located in the middle of the Mojokerto Regency area.



Picture 1: Location Map of Mojokerto Regency

Mojokerto Regency also has a Grand Forest Park (Tahura). Grand Forest Park (Tahura) is a nature conservation area to collect natural or artificial plants and/or animals, native and/or non-native species, which are utilized for research, scientific development, education, supporting cultivation, tourism and recreation. The Grand Forest Park (Tahura) located in the Mojokerto Regency is part of Tahura R. Suryo. This Tahura covers part of the Pacet, Gondang, Trawas, and Jatirejo sub-districts. R. Suryo Forest Park area was appointed based on the

Decree of the Minister of Forestry No. 1128/Kpts-II/1992 dated December 19, 1992, subsequently stipulated by the Decree of the Minister of Forestry No. 80/Kpts-II/2001 dated March 15, 2001, and is part of the Grand Forest Park area in East Java with a total area of 24,877.7 Ha spread over Mojokerto, Pasuruan, Malang, and Jombang Regencies

Research Results In this study aimed to find out how to implement strategies in increasing regional economic growth in the Mojokerto district, in particular, to identify and reveal



marketing strategies applied by the Mojokerto Regency Tourism Office as a tourism manager in increasing the number of tourists objects in Mojokerto district.

The data obtained by the researchers used interview, observation, and documentation techniques. For informants, the interview stage was conducted with 4 subjects, where the subject was considered the most understanding or understanding of the application of marketing strategies applied by the Mojokerto tourism office to increase the number of tourist objects in the Mojokerto district. The following are the informants in this study, namely:

- 1 Mr. Syadilah, ST. As Head of the Mojokerto Regency tourism sector,
- 2 Mrs. Mega Suciwati, SE. As Head of the Mojokerto Regency tourist attraction section,
- 3 Musholifah Ardianti, as representatives of tourists visiting Mojokerto's tourist attractions

The data collection carried out on the above informants was carried out face-to-face and also through online media. Then the results of interviews with informants will be described clearly and in detail by the researchers, namely: Implementation of development strategies in increasing regional economic growth in Mojokerto Regency, East Java

A product is anything that a seller can offer to be consumed, noticed, used, sought, purchased, or requested by the market to meet market wants and needs (Hurriyati, 2010). In tourism, it can be interpreted how tourism attractions can bring tourism consumer satisfaction. In the tourism industry, products can be understood in 2 levels as follows (Middleton, 1989 in Dharmayanti, 2013). Total tourist products (total tourist products) include a mixture of the totality of products and services consumed by tourists from leaving home to returning. Products specifically include commercial products that are parts of the total tourism product, such as accommodation, transportation, attractions, tourist attractions, and other supporting facilities such as car rental and foreign exchange.

Based on the results of the researcher's interview in January 2022, with Mrs. Mega as the head of the tourist attraction section of the Mojokerto Regency, where the researcher asked questions regarding the implementation of the product strategy carried out by the Mojokerto Regency Disarpورا to increase the economic growth of tourist areas in Mojokerto Regency. Furthermore, Mrs. Mega as a tourist attraction replied:

"In the selection of tourism products, we will usually conduct research related to tourism that is being favored by the wider community, then it will be continued by looking for tourism potentials in Mojokerto to be built or developed with a business cooperation agreement. Or we can also look for ready-made tours that are already popular with the community, then we negotiate business collaborations, then we will develop the tours, usually, when we have a deal we will provide maintenance funds for tourist objects, also carry out maintenance in the form of adding facilities and infrastructure that can provide comfort for

tourists, so that the quality of the tour can remain good for the community to enjoy"

The same thing was also explained by the head of the tourism sector, namely Mr. Syadilah. Where the researcher asked in early January 2022 regarding the implementation of the product strategy carried out by the Mojokerto Regency Disarpورا to increase regional economic growth in Mojokerto Regency. Furthermore, Mr. Syadilah as the Head of the Mojokerto tourism sector answered:

"For our product strategy, we pay more attention to the comfort of visitors, and cleanliness. This can attract many visitors to travel in Mojokerto district."

According to Enggitya as the representative of the gus and yuk winners, Mojokerto Regency gave his opinion regarding the implementation of the marketing mix strategy to increase regional economic growth in Mojokerto Regency. Where the researcher asked in early January 2022 regarding the implementation of the product strategy carried out by the Mojokerto Regency Disarpورا to increase regional economic growth in Mojokerto Regency. Furthermore, Enggitya as the representative of the winner of the gus and yuk Mojokerto district answered:

"In my opinion, the product strategy that is carried out is prioritizing the quality of its products, also paying attention to the comfort of its visitors, such as adding facilities and infrastructure"

Musholifah as a tourist also gave his opinion regarding the implementation of the marketing strategy carried out by the tourism office, where the researcher asked in January 2022 regarding the implementation of the product strategy carried out by the Mojokerto Regency Disarpورا to increase regional economic growth in Mojokerto Regency. Next, he answered: "I don't know much, sir, but if the product that you said is a tourist attraction, I think it's good overall"

Based on some excerpts from the interviews of researchers above, it can be concluded that the Mojokerto Tourism Office applies a strategy to find new products by researching new tourism potentials that are likely to be of great interest to the public, as well as by conducting business collaborations with tourism owners to be further developed.

Regarding the tourism object itself, the tourism office prioritizes product quality by paying attention to the comfort of every tourist, and by always carrying out routine maintenance every year. Maintenance is in the form of adding facilities and infrastructure that can provide comfort to tourists, as well as maintenance in the form of repairing facilities and infrastructure that are starting to depreciate.

Based on the findings of the researchers and the theory above, there are similarities between the two, namely the theory states that there are 2 levels of products in tourism, namely Disarpورا Mojokerto which focuses more on products specifically including tourist objects and also the regional economic potential that will be offered to visitors, Disarpورا has not developed the



concept total tourist product which includes everything consumed by visitors since leaving home until returning home.

Price is the amount of money charged for a product, or the amount that consumers exchange for the benefits of owning or using the product. Prices in the tourism industry are uncertain because pricing is influenced by the considerations of tourist visitors and competitors' price wars. When consumers are offered something unique, high quality, and exclusive, consumers usually do not take into account the amount of price that will be issued and the demand.

Based on the results of the researcher's interview in January 2022 with Mrs. Mega as the Head of tourist attraction, where the researcher asked about the implementation of the price strategy carried out by the Mojokerto Regency Disparpora to increase the number of tourist objects in Mojokerto Regency. Next, he answered:

"We are implementing a price strategy that is more aimed at the lower middle class. This is also intended so that tourism in Mojokerto Regency can be enjoyed by more tourists."

The same thing was also explained by the Head of Tourism, namely Mr. Syadilah. Where the researcher asked in early February 2022 regarding the implementation of the price strategy carried out by the Mojokerto Regency Disparpora to increase the number of tourist objects in Mojokerto Regency. Furthermore, Mr. Syadilah the Head of Mojokerto Tourism answered:

"The price itself is not expensive, according to our society's budget"

Karsuni as a tourist visiting Mojokerto Regency also gave his opinion regarding the implementation of the marketing mix strategy carried out by the tourism office, where the researcher asked in early February 2021 regarding the implementation of the price strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Next, he replied:

"If the price is cheap, then, bro, I can travel with my family"

Based on several excerpts from the interviews of researchers above, it can be concluded that the price strategy applied by the Mojokerto Tourism Office is more aimed at the lower middle-class community, with a relatively cheap price, it is hoped that the tourism object can reach a wider community. In addition, the application of a relatively cheap price means that the tourism office is at risk of obtaining a relatively small profit on every ticket sold.

Place strategy is a combination of location and distribution channel decisions (related to where the strategic location is and how to deliver services to customers).

Based on the results of the researcher's interview in January 2022 with Mrs. Mega as the Head of the tourist attraction, where the researcher asked about the implementation of the place strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Next, he replied:

"We tend to choose strategic places, meaning that they are easy to reach and the location is comfortable or cool. Regarding access to the location, we have also used broad casting techniques, so there are almost no damaged roads to tourist sites."

The same thing was also explained by the Head of Tourism, namely Mr. Syadilah. Where the researcher asked in early January 2022 regarding the implementation of the place strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Furthermore, Mr. Syadilah as the Head of the Mojokerto tourism sector answered:

"For places, we usually choose the target destination, which has a good view, like in the Trawas area, there is a lot of potentials for tourist attractions to be established"

Musholifah a tourist who visited Mojokerto Regency also gave her opinion regarding the implementation of the marketing strategy carried out by the tourism office, where the researcher asked in early January 2022 regarding the implementation of the place strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Next, he answered:

"As far as I know, the tourist locations are good, the scenery is good, and the atmosphere is cool. In terms of the road, it is also good, it has been cast so it can be easier to get to the location"

Based on several excerpts from the interviews of researchers above, it can be concluded that the place strategy applied by Disparpora Mojokerto Regency is quite good, with the selection of comfortable tourist attractions with a cool atmosphere, and supported by easy access to every tourist location the concept of distribution of tourism services related to ease of access. to tourist sites as a distribution channel.

So that it is expected to be a stimulus for tourists who make Mojokerto a tourist destination. Almost all tourist attractions already have very good road access with the construction process using cast techniques, so that access to the location can be more easily supported by beautiful natural scenery that is still maintained as one of the attractions or competitive advantage tourism in Mojokerto district.

The place strategy according to the sharia perspective is not too difficult in its rules. Sharia does not prohibit wherever the place of business is located, the most important thing is not in places where its existence is still being debated because of ownership disputes. From a sharia perspective, it is more advisable for a company to choose a place that is close to the target market, this is because it can minimize operational costs and can minimize the risk of goods before they reach the market.

Self-promotion in Islam is an attempt by marketers to be creative and innovative to attract new customers and retain existing customers. Promotional ethics in Islam are not allowed to abuse ethnicity, race, or religion and exploit women with advertisements, excessive use of fantasy, and use of women as



objects to lure and attract customers (Abuznaid, 2012 in Asnawi & Fanani 2017).

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Based on the results of the researcher's interview in January 2022 with Mrs. Mega as the Head of the tourist attraction, where the researcher asked about the implementation of the promotional strategy carried out by the Mojokerto Regency Disarpورا to increase regional economic growth in Mojokerto Regency. Next, he replied:

"We promote it through offline and online media. For offline ones, one of them is the election of GusYuk Mojokerto Regency every year, during which then the selected tourism ambassador will promote Mojokerto tourism through seminars or events held by the district and provincial parties. If our online promotions are usually through social media such as Instagram, what's an app, Facebook, etc.

The same thing was also explained by the Head of the Tourism sector, namely Mr. Be sad. Where the researcher asked in early February 2022 regarding the implementation of the promotion strategy carried out by the Mojokerto Regency Disarpورا to increase regional economic growth in the Mojokerto district. Furthermore, Mr. Syadilah as the Head of the Mojokerto tourism sector answered:

"We usually share promotions through social media, bro, sometimes we also hold a kind of grand opening so we can attract people to visit.

Musholifah the tourist who visit Mojokerto Regency too give his opinion regarding the implementation of a good marketing mix strategy carried out by the tourism office, where researchers asked in early February 2022 related to the implementation of the promotion strategy carried out by the District Disarpورا Mojokerto to increase regional economic growth in Mojokerto Regency. Next, he replied:

"I don't know about the promotion, bro, at most I usually see it on social media like Instagram".

Based on the results of research conducted, when conducting a Mojokerto Regency Disarpورا promotions always convey product information properly, do not exaggerate the product, and not committing perjury towards customers because Allah does not like people who justify any means or use unfavorable means to achieve his goals.

Based on some of the researcher's interview quotes above, it can be concluded that: that the strategy of the Tourism Office also uses the strategy of installing board advertisements in several strategic places. It is under the purpose of advertising theory, which can be classified based on the main objectives: inform, persuade, or confirm. Informative advertising is often

used when the industry is trying to present a new type of product. In this case, the goal is to build the main demand.

Mojokerto Regency Disarpورا also implements a promotion strategy through offline and online media. One of the offline strategies is by selecting a GusYuk tourism ambassador, Mojokerto Regency every year, who later became an ambassador for Selected tours and will promote Mojokerto tourism through seminars or events held by the Regency and the Province.

In addition, the tourism ambassador will also build a public bond under the theory of Kotler & Armstrong (2008) which states that public relations build good bonds with various groups to obtain the desired publicity, build a good industry image, and deal with rumors, news, and unpleasant events. While the online strategy is carried out by promoting tourism through the media Website, Instagram, What's the app, etc., which includes advertising that aims to inform, persuade, or confirm. In this case, the goal is to build demand main.

A process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, and routines until services are produced and delivered to customers. In the view of Islam, the process is wrong one element in the marketing mix that is quite crucial. as marketers, we must obey the rules of Islam, marketers in the perspective of sharia must-have of the basic values include honesty, fairness, responsibility, respect, openness, and community. (Asnawi & Fanani, 2017).

Based on the results of interviews conducted by researchers in January 2022 with Mrs. Mega as Head of tourist attraction, where researchers ask questions related to strategy implementation of the process carried out by the Mojokerto Regency Disarpورا to improve regional economic growth in Mojokerto district. Next, he answered:

"We have a coordinator at each tourist attraction, the coordinator is responsible for everything that is done at each tourist attraction, the coordinator regularly provides the latest reports related to the tourism object to the department which will then be analyzed for the future. So it can simplify the maintenance process.

The same thing was also explained by the Head of the tourism sector, namely Mr. Be sad. Where the researcher asked in early February 2022 regarding the implementation of the process strategy carried out by the Mojokerto Regency Disarpورا increasing regional economic growth in the Mojokerto district. Furthermore, Mr. Syadilah as the Head of the Mojokerto tourism sector answered:

"In every tourist attraction there is a tourism coordinator, we always receive reports from the coordinator, so if something happens or something happens, it must be reported to us"

Based on some of the researcher's interview quotes above, it can be concluded that: that the Mojokerto Regency Disarpورا implements the Process strategy by employe coordinators in each tourist attraction, the coordinator is responsible for all things done in each tourist attraction, the coordinator regularly provides the latest reports related to the tourist attraction to the department which is then analyzed for the



future. This is considered very effective because it can simplify the maintenance process and supervision of each tourist attraction. So important is the responsibility that must be held by the Tourism Office as well as the coordinators.

Physical evidence is evidence owned by the company as a service provider that is physically displayed to customers as a business company in providing added value to customers.

Based on the results of interviews conducted by researchers in January 2022 with Mrs. Mega as Head of tourist attraction, where researchers ask questions related to strategy implementation Physical evidence carried out by Disarpura Mojokerto Regency to increase regional economic growth in Mojokerto Regency. Next, he answered:

“Perhaps we prioritize maintaining and adding infrastructure that can provide comfort to customers, then we put them in advertisements to attract visitors. Then we also see what tourists usually look for and then we add it, such as spots for selfies, for example,”

The same thing was also explained by the head of the tourism sector, namely Mr. Be sad. Where the researcher asked in January 2022 regarding the implementation Physical evidence strategy carried out by Disarpura Mojokerto Regency to use increasing regional economic growth in the Mojokerto district. Furthermore, Mr. Syadilah as the Head of the Mojokerto tourism sector answered:

"So, in the tourist spots that we manage, on average, we add photo spots, bro, especially in mountainous areas, like Trawas, there are some photo spots that we add"

Musholifah a tourist who visit the Mojokerto district too gave his opinion regarding the implementation of tourism strategy development carried out by the tourism office, where researchers asked in early January 2021 regarding the implementation of the Physical Evidence strategy carried out by

the Mojokerto Regency Disarpura to increase the number of tourist objects in Mojokerto Regency. Next, he replied: "If there is physical evidence, maybe there is a good view, then there are spots for selfies too"

Based on some of the researcher's interview quotes above, it can be concluded that:

That the Mojokerto Regency Disarpura implements a Physical evidence strategy in the form of maintenance and addition of infrastructure facilities that can provide convenience to customers, which are then placed in advertising media to can attract visitors. In addition, the department also always analyzes trends that are happening to analyze market demand, making it easier for the agency to provide physical evidence desired by tourists.

Based on the research findings, if it is associated with the theory of Ratnasari & Aksa (2011) related to the types of physical evidence, there are similarities between the two namely dysphoria tends to use essential evidence which is a decision made by service providers about the design and layout of company interior and exterior. This is applied in the form of adding a selfie spot, or a spot to gather with family in a pleasant atmosphere comfortable. but not facilities that highlight luxury.

Ketapanrame Village is a mountainous area village located in Trawas District, Mojokerto Regency. The majority of the people of Ketapanrame Village make a living in agriculture, animal husbandry, and trade. The location of Ketapanrame Village is the farthest village in Mojokerto Regency which borders Prigen District, Pasuruan Regency. The distance from the village government center to Trawas District is +0.5 km and to Mojokerto Regency is +45 km. Ketapanrame Village is divided into 3 hamlets, namely Ketapanrame Hamlet, Sukorame Hamlet, and Slepri Hamlet. The area of this village is approximately +345,460 Ha.



Picture 2: Park in Trawas . District

The Ganjaran Park was inaugurated by the Regent of Mojokerto on December 8, 2018. A month earlier, on November 8, the park was launched for food court stands. This is because according to village officials if the launch and inauguration coincide on the same day and date, then no progress will occur. Ganjaran Park is located on the main route Mojokerto-Tretes (Pasuruan). The origin of name Ganjaran is the name of the place. The place in question is the village treasury land which has another designation that means reward.

Ketapanrame Village, Trawas District is a village located in a mountainous area, so the cool air even during the day will add value points for the development of tourism villages. Initially, the development of the Ganjaran Park began because the Village Head of Ketapanrame wanted Ketapanrame Village to have an icon for community PAD and Village PAD. As it is known that the government has the potential for village treasury land to be used by village officials which has minimal benefit value if the total village apparatus in one year only produces



+14-15 million. From this, a kind of thought emerged to make the land a kind of rest area or game vehicle which is expected to be able to increase the income of village officials and the community's economy.

The concept was finally submitted to Mojokerto Regency to obtain aid funds. The concept is in the form of Ganjaran Park, a water park or swimming pool, a meeting building in front of the Ketapanrame Village Hall, a rest area, a food court, and a fruit market. With the development plan, Ketapanrame Village received 5 billion in funds from regional districts. Finally, with these funds, the village apparatus stipulates that the first year is the Ganjaran Park, the second year is the water park or swimming pool, and the third year is the rest area, fruit market, and meeting hall.



Picture : Rides Area in Ganjaran Park

Inside the Tourism Park, there are not only rides but also a food court. In the food court area, there are only 16 permanent stalls or stalls. The booth is dedicated to the people of Ketapanrame Village with a rental fee of IDR 100,000/month. For the general public who are not the people of Ketapanrame Village, a place is still provided for street vendors who incidentally are not settled. From this, it turned out to cause jealousy from the people of Ketapanrame Village so the foodcourt area was devoted to the people of Ketapanrame Village and street vendors for the general public were across the night market street. This night market is located right next to Ganjaran Park and an area.

The cooperation between the community and the village government, of course, will add value to the points of intimacy and trust on both sides. Although community involvement is not entirely one village but representatives from several communities. Community involvement is meant by initial planning through musrembang, deliberation with the community that next year will hold a certain program of activities and be agreed upon by the community. For the year of implementation, the community was re-involved in determining the community parties to be involved who were formed with the TPK. TPK is an Activity Management Team determined by the Village Head with a Decree, consisting of elements of the Village Government (Head of Section/Head of Affairs) and elements of village community institutions to carry out the Procurement of Goods/Services.

The village government of Ketapanrame realizes that in planning and building a program, there will be pros and cons. Fortunately, the village government did not encounter any obstacles during the development process because the Village Head of Ketapanrame had said that the land to be used for

In the planning and development of tourism-based villages, especially the Ganjaran Park Tourism, of course, village officials do not run alone. The parties involved in the program are the community and village officials. The village government considers that this is indeed a need of the local village community so that there is no intervention from outside parties, be it the district or the private sector. Likewise, the rides in Ganjaran Park, these rides are owned by the community. The rides include playgrounds and food court rides. With this Ganjaran Park, BUMDES gets 20% of the people who participate in this park. With the existence of the Ganjaran Tourism Park, also begins to show changes in the community's economy.

tourism was the right of village officials given to the community. During the process of realizing the Ganjaran Park, the village government did not encounter any problems, but the pros and cons occurred after the construction was completed. This is because only a few people can take advantage of Ganjaran Park, for now, the park is considered to have incomplete facilities if it has to fully accommodate the people of Ketapanrame Village. Village officials are only able to meet about 30% of the community so 70% of these feel that they have not received the benefits of having Ganjaran Park. So village officials strive so that 70% of them also feel the benefits of the existence of Ganjaran Park.

5. Conclusion

In Ketapanrame Village, Trawas District, the local village head knows that the village area is located in the mountains, so it has the potential to become a tourist village. So to improve the standard of living of the community, Ganjaran Park was built. Not only that but in the planning process, there will also be a waterpark or swimming pool, rest area, and fruit market. With the existence of this Ganjaran Park Tour, the Village Head of Ketapanrame admitted that slowly the community's economic level was getting better. It is undeniable that this is because many new tours tend to fail to attract visitors or even tours that only attract visitors at the beginning of the opening. Governance in the development of tourism-based village potential in Ketapanrame Village is proof that the village government can invite the community to work together to realize common goals. From this, it can be said that village officials or village heads in particular can give trust to the community but not all leaders can do this.



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