



## Readiness of Jati Larangan Tourism Object and Sengon Park as a Tourist Attraction Effort Recovery Post-Pandemic Economic Activity

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### Kata Kunci

Pemulihan Perekonomian,  
DesaWisata,  
Pariwisata Berbasis  
Masyarakat

### Abstrak

Jati Larangan dan Taman Sengon merupakan salah satu contoh inovasi masyarakat di Iroyudan, Desa Guwosari, Kecamatan Pajangan, Kabupaten Bantul, Daerah Istimewa Yogyakarta, dalam upaya bersama mewujudkan masyarakat yang lebih sejahtera, melalui pengembangan kegiatan pariwisata. Penelitian ini menggunakan penelitian deskriptif dengan pendekatan kualitatif, yaitu penelitian yang bertujuan untuk membuat gambaran yang sistematis, faktual dan akurat tentang suatu fenomena sosial atau alam, dengan mengumpulkan data, kemudian menganalisisnya dengan penjelasan yang elaboratif. Karakteristik wisatawan di Jati Larangan dan Taman Sengon relatif mendukung upaya pemulihan ekonomi dalam kegiatan pariwisata di masa pandemi saat ini, di mana aktivitas dan mobilitas masyarakat terbatas pada wilayah tertentu di sekitarnya. Lokasi Jati Larangan dan Taman Sengon yang berada di area terbuka yang luas, mengakibatkan tidak terjadi pelanggaran aturan antara kondisi tapak dan regulasi dalam upaya pemerintah menekan laju penularan pandemi covid-19.

### Keywords

Economic Recovery,  
Tourist Village,  
Community Based Tourist

### Abstract

Jati Larangan and Sengon Park are an example of community innovation in Iroyudan, Guwosari Village, Pajangan District, Bantul Regency, Special Region of Yogyakarta, in a joint effort to create a more prosperous society, through the development of tourism activities. This study uses descriptive research with a qualitative approach, namely research that aims to make a systematic, factual and accurate description of a social or natural phenomenon, by collecting data, then analyzing it with elaborative explanations. The characteristics of tourists in Jati Larangan and Sengon Park are relatively supportive of efforts to restore economic in the tourism activity during the current pandemic, where people's activities and mobility are limited to certain areas around them. The location of Jati Larangan and Sengon Park, which are in a large open area, has resulted in no clash between site conditions and regulations in the government's effort to reduce the rate of transmission of the covid-19 pandemic.

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## INTRODUCTION

Humans are an important element that is required to always exist in every organization for a common goal. Humans create innovations in order to achieve these common goals and the only resource that can make other organizational resources work and have a direct impact on the welfare of the company. Figures or figures of human resources in the 21st century are qualified humans who have relevant *knowledge*, *skills*, and *attitudes* or behaviors (Sutiyono & Prasetyo, 2020) and able to support the achievement of goals and areas of duty within an organization, have work discipline, dedication, high loyalty to the organization, have a sense of responsibility and understanding or deep understanding of their duties and obligations as employees (Nandi, 2016).

Based on organizational management elements source power man must have a strong will to achieve productive and be professional, have the will and ability to always develop personal potential for the smooth implementation of organizational tasks, have high abilities in the fields of engineering and leadership, have the highest expertise in the field of work. Based on field technology, must have ability to operate technology, have a consistent *entrepreneurial* spirit, have a mindset and action pattern that is in accordance with the vision, mission, and work culture of the organization (Setiawan, 2016). If man have Thing that, able innovate produce benefit good in terms of materials and social.

Like case object tour Teak Larangan and Sengon Park which are an example of community innovation in Iroyudan Hamlet, Guwosari Village, Kapanewon Pajangan, Bantul Regency. This thing as joint efforts to create a more prosperous society, through the development of tourism activities. The development of tourism in Jati Larangan and Taman Sengon was initiated by community members and began to organize tourism activities since March 15, 2020. The momentum for community awakening was impressive, but unfortunately it had to be hit because of the pandemic situation which then spread to Indonesia starting in early 2020. Now, along with opened return activity tourism, community start squirm develop object tour this so that worthy for visited. This is what 's interesting attention researcher for peeling finished the efforts made to see return economy Public around object tour that.

## RESEARCH METHODS

This research is a descriptive study with a qualitative approach, namely research that aims to make a description of a social or natural phenomenon in a systematic, factual and accurate manner, by collecting data, then analyzing it with elaboration explanations. This research using naturalistic research methods which are used to examine the condition of natural objects, where the researcher is the key instrument (Jogiyanto Hartono, 2018). The data collection technique is triangulation (combined), the data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization. This research is a method that provides an overview and results of interviews and observations which are then strengthened by evidence and expert opinions through related information.

## RESULTS AND DISCUSSION

### Jati Larangan and Sengon Park Padukuhan Iroyudan

Iroyudan is one of the hamlets which is an administrative part of the Guwosari Village. Hamlet Iroyudan has natural attractions Jati Larangan and Sengon Park. Jati Larangan and Sengon Park are a manifestation of the development of the creations of the people of Dusun Iroyudan who initially wanted to pioneer tourism activities with the theme of culinary and religious tourism. This initial pioneering concept is based on the strength of the hamlet because there is the Tomb of Demang Wiroyudo or the Forerunner of Dusun Iroyudan (Nurma & Rachmanto, 2020).

The name Padukuhan Iroyudan itself is very closely related to historical elements where it was historically recorded by local community leaders, the name Iroyudan was taken from an old map that contained the name Ireorejan or Ki Ageng Wiroyudho. Ki Ageng Wiroyudho himself was a senior cleric who historically at that time was a figure who helped Prince Mangkubumi in fighting against the Dutch troops, in an effort to establish the Sultanate of Yogyakarta. Ki Ageng Wiroyudho played a role in mobilizing the strength of the troops from the south side. According to a circulating story, Ki Ageng Wiroyudho had a grandson who was later married by the 1st Sultan Hamengkubuwono to become the wife of the empress.

Iroyudan hamlet is blessed with quite interesting landscape conditions, in the form of layered limestone mountain slopes. From the slopes of this mountain, you can see views towards the center of the capital city of Bantul Regency

from an altitude of about 25-120 meters above sea level. The tourist areas of Jati Larangan and Sengon Park are currently located on land with the status of a certificate of private ownership in the RT 01 Padukuhan Iroyudan. The development of the tourism concept in Jati Larangan and Sengon Park is in line with the big theme of the Mataraman area that is being developed in Guwosari Village, namely tourism with the concept of *historical tourism* (special interest tourism) by building a narration of traces of Prince Diponegoro's struggle against Dutch colonialism. In the tourist attraction area of Jati Larangan and

Sengon Park, there is also the tomb of Prince Diponegoro's comrade in arms, namely Mbah Wiroyudho.

Tourist activities in Jati Larangan and Sengon Park have been open since March 15, 2020. In the early days of the pandemic, such as at that time, tourist attractions that offer open areas such as Jati Larangan and Sengon Park are in high demand by tourists. The managers of the Jati Larangan and Sengon Park attractions make several creative events to attract visitors, including culinary delights, musical performances, mass gymnastics, and even community gathering events.

Table 1. Village Travel in DIY

Sub Element	Year					Unit
	2018	2019	2020	2021	2022	
<b>Amount Village Tour</b>						
Amount Village Tour stub						Village
Amount Village Tour Develop	57,00	39,00	33,00	39,00	54,00 *	Village
Amount Village Tour Up	25,00	48,00	60,00	31,00	51,00 *	Village
Amount Village Tour Independent	-	-	-	-	-	Village

Source . (<http://bappeda.jogjaprov.go.id/>, 2022)

Table 2. scatter Object Tour and Village Tourism in Bantul

Sub Element	Year					Unit
	2018	2019	2020	2021	2022	
<b>Amount Object Tour</b>						
Amount Object Tour Natural	37,00	37,00	53,00	55,00	55,00 *	Unit
Amount Object Tour Artificial	59,00	59,00	15,00	129,00	129,00 *	Unit
Amount Object Tour History	25,00	25,00	16,00	16,00	16,00 *	Unit
<b>Amount Village Tour</b>						
Amount Village Tour Growing / Embryo	21,00	21,00	24,00	27,00	27,00 *	Village
Amount Village Tour Develop	10,00	10,00	9,00	5,00	5,00 *	Village
Amount Village Tour Up	7,00	7,00	10,00	10,00	10,00 *	Village
Amount Village Tour Worthy Sell	-	n/a	26,00	26,00	26,00 *	Village

Source . (<http://bappeda.jogjaprov.go.id/>, 2022)

Table 3. Amount Pokdarwis Bantul

Sub Element	Year					Unit
	2018	2019	2020	2021	2022	
Amount Pokdarwis in Kabupaten Bantul	39,00	39,00	43,00	49,00	49,00 *	Group

Source . (<http://bappeda.jogjaprov.go.id/>, 2022)

Community participation in the development of tourist villages and their impact on improving the community's economy (Elsahawi, 2016). The existence of villages that have cultural potential needs the role of local communities in turning the village into a tourist village (Amelia & Prasetyo, 2020). Therefore, in realizing it as a tourist village, local communities must participate in every management (Pratama et al., 2022). Religious

tourism is a tradition that still survives in the community that has the potential to improve the economic and social level of local communities in the area. The economy has an impact on tourism areas, increasing job demand and household incomes directly involved in tourism objects (Fachri, 2018) (Prihantara et al., 2018). it is proven that the socio-economic life of the community has increased after the development of tourism (Gunawan et al., 2016). Community-

based tourism development can be a potential source of additional income for local communities in the future (Rahman et al., 2020).

### **Tourist Market**

Iroyudan Hamlet, Guwosari Village, Kapanewon Pajangan, Bantul Regency, Yogyakarta Special Region, where the area has historical sites that hold many folklores as well as a source of value for the local community. This potential will become a special interest tourist attraction that is in line with historical and cultural tourist destinations (Purwaningrum & Ahmad, 2021).

Yogyakarta as one of the main tourist destinations in Indonesia is experiencing good tourism growth, although it is still dominated by Nusantara tourists with a significant comparison, 1 million foreign tourists compared to 27 million domestic tourists, which means that the main market of tourists in Yogyakarta is domestic tourists, this is because access to Yogyakarta connects more points of domestic routes than international access which is still limited.

Bantul Regency itself is ranked 2nd from the number of tourist visits in Yogyakarta with a total of 4,871 foreign tourists and 8,007,795 domestic tourists in 2019. Based on statistical data, there was a decline in the growth of the number of visitors by 9% between 2018-2019 due to there is a decrease in the number of tourism objects which in 2018 amounted to 47 while in 2019 there were 43 active tourism objects. The visit data is not counted in 2020, due to the Covid-19 pandemic. Seeing a decrease in the number of visitors along with a decrease in the number of active tourism objects, it can be said that tourism in the Regency is still in extraordinary condition. During 2021, there were 1,378,223 tourists visiting Bantul with an income of IDR 13,380,822,250 (kemenparekraf.go.id, 2022) .

Existence object tour has a positive effect from an economic point of view, it can increase the income of the local community (Martina, 2014). Tourism has a positive effect on economic growth and conversely economic growth has a positive effect on tourism. Other factors that influence tourism in Indonesia are the exchange rate and inflation. Tourism can increase foreign exchange earnings, create jobs, stimulate the growth of the tourism industry, therefore it can trigger economic growth, moreover it can encourage various countries to

develop the tourism sector. Tourism contributes to economic growth through various channels including foreign currency earnings, attracting international investment (Yakup, 2019).

### **Market Characteristics**

The characteristics of tourists visiting Jati Larangan and Sengon Park can be seen from interviews and questionnaires distributed to tourists. There are several parameters that can represent the characteristics of tourists visiting Jati Larangan and Sengon Park. The parameters are age, gender, occupation, income, origin of tourists, and motivation of tourists.

Based on the results of the study, the majority of visitors in Jati Larangan and Sengon Park are over 20 years old, which is around 80%, while the remaining 20% are aged in under 20 years. This can indicate that the characteristics of the markets that visit Jati Larangan and Taman Sengon are in their productive age.

The majority of visitors who visit Jati Larangan and Sengon Park are family groups. The open location in nature is a suitable place for an excursion with the family. The type of tourists ultimately affects the proportion of tourists who have income. The majority of visitors are family groups so that most tourists already have their own income so that they have adequate ability to pay. The origin of the tourists who visit shows that more tourists come from around Yogyakarta and the rest come from outside Yogyakarta. So that Jati Larangan and Sengon Park are still more famous by local tourists who come from the area around Yogyakarta alone than in other parts of the world outside the Yogyakarta area.

### **Cultural Activities**

The location of the Jati Larangan tourist park is side by side with a tomb that has a historical story, so it will become a place for religious tourism. The tomb is the tomb of Mbah Wiroyudho, which is why the hamlet is called Dusun Iroyudan. Head of Iroyudan Hamlet, Muhammad Hisham (45 year ) said from the elder's explanation that Mbah Wiroyudho was a comrade in arms of Prince Diponegoro and was a retainer from the Ngayogyakarta Hadiningrat Palace.

Even though Mbah Wiroyudho was a courtier from the palace, when he was in the hamlet which is now a tourist village, he did not want to be called a courtier from the palace. He wanted to help Prince Diponegoro by diverting the attention of the Dutch using the da'wah method, namely reciting the Koran in the hamlet, this was intended so that the Dutch did not lead to Prince Diponegoro who at that time

was gathering power in Goa Selarong. Finally, when Mbah Wiroyudho died, he was buried in Iroyudan Hamlet whose name was taken from

Mbah Wiroyudho's name. Mbah Wiroyudho's real name is Kyai Maburrohim. Following this is picture showing location that.



Figure 1. Tomb of Senopati Iroyudo Jati Prohibition

The existence of this tourist attraction indicates the existence of tourism with the concept of historical tourism (special interest tourism). The existence of historical relics like this is indeed a tourist attraction in itself. The location has the potential to be developed into a pilgrimage tourism destination, because there are many graves of charismatic saints and government figures. This potential has begun to receive attention from the local government and tourism stakeholders so that its development prospects are increasingly promising (Thalia & Sugiyarti, 2011). Special interest tourism has become the current tourism trend where because done to avoid full visitors, so that is an alternative to tourism. Special interest tourism which is a new phenomenon in the world of tourism is one of the demands for tourism service providers. Tourist motivation in searching something new and having a quality travel experience leads to increased demand for special interest tourists (Wiwin, 2017). The existence of tombs and tomb pilgrimage activities have commercial value as religious tourism destinations (Fauzan et al., 2022). The

potential of area with historical attractions in the form of ancient tombs which are the tombs of the ancestors and supported by a strategic location for travel, making it very suitable to be used as a tourist destination (Silitonga & Anom, 2016). Including motivation tourists who want pray, gain knowledge, want to know history, and want to see buildings that have an emotional connection (Vanlith, 2019).

## CONCLUSION

The Jati Larangan and Sengon Park attractions in Iroyudan Hamlet have tourists with productive age characters, who are family tourists, and are dominated by tourists from around the Yogyakarta area. The tourist characters in Jati Larangan and Sengon Park are relatively supportive in efforts to restore tourism economic activity during the current pandemic, where people's activities and mobility are limited to certain areas and areas around them. The location of Jati Larangan and Taman Sengon, which are located in large open spaces, causes no conflict between location conditions and regulations in the government's efforts to

suppress the transmission rate of the Covid-19 pandemic. The position of objects adjacent to cultural historical heritage sites in the form of tombs which also have sacred values makes tourist activities at the Jati Larangan and Sengon attractions more polite and ethical, and adheres to the rules that lead to clean, safe, and safe travel patterns. healthy and friendly to the environment.

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