

DEVELOPING A TOURISM OBJECT “KAMPUNG COKELAT”: ENTREPRENEURSHIP AND COMMUNITY EMPOWERMENT- BASED MODELS

Abstract

The concept of Educational Tourism object which is offered to either local and foreign tourists “Kampung Cokelat” has been built for some years in the area of Plosorejo Kademangan, East Java, Indonesia. This tourism site has inspired the other places of Indonesia. It is not only the first and new run but also a good in the local community empowerment. The study starts with the comparative studies or preliminary observations to analyze the existing deficiencies in problem solving. There are several factors that become an obstacle in the development of tourism potential such as the ignorance of the public about the plant Chocolate, lack of land and human resources (farmers and workers, instructors), lack of innovation, especially in terms of marketing and the limited number of production.

Keywords : Tourism object, Entrepreneurship, Community empowerment

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I. INTRODUCTION

The tourism aspect is one very effective instrument to promote regional development, community development, and the alleviation / eradication of poverty. It may be mentioned that because of tourism sector is the sector that may be developed by the regions with the potential of the area of each such potential owned natural, cultural diversity and the livelihood of its people. Besides, if the Tourism can develop in addition to generating foreign exchange for the country, employment opportunities, economic diversification, tourism can effect played a role multi player is tourism can drive other sectors such as; plantations, farms, industrial garments, handicraft industry, as well as various service sectors.

Efforts as mentioned above is characterized by a growing number of rural tourism development that exploit the potential of agriculture and plantations involving rural communities, can serve as community development in harmony with tourism-based community development (community based tourism). Community empowerment is a touristic village may include the role and aspirations of rural people in tune with the potential utilization of natural resources and human resources it has.

Pembangunan tourism sector is expected to provide benefits to the community where in Law No. 10 of 2009 which states the existence of a tourist attraction in an area will be very favorable among others, to increase revenue (PAD), improve people's lives and expanding employment opportunities. Community empowerment is one of the objectives of society's independence economically. Thus does the community empowerment will create the possibility of a prosperous society in economic life?

Blitar is one of the regions in East Java that has some interesting tourist spot. As well as the birthplace and tomb of the First President of Indonesia Ir. Sukarno and some Hindu Temple Buddhist relics as witnesses of the history of nations there are in this district. But not the historical relics which now become the talk of many local and international community. That is originated from the creative ideas of the nation who make the plant Cocoa / Chocolate as a promising commodity.

In relation to the background written previously, the writer was interested to study more about the innovations to further develop the potential of plant Cocoa Chocolate in Blitar and surrounding region. The researcher conducted a study entitled

Developing a Tourism Object “Kampung Cokelat”: Entrepreneurship and Community Empowerment-Based Models

Based on some cited studies it can be concluded that the Society Potential in Agriculture Based Tourism Development indicates that IBW program get a very positive response from relevant parties such as the targeted communities, village heads, district and the Local Government Unit (SKPD) related to the activities of IBW. There are several reasons that drive these conditions include: (1) IBW program brings significant benefits for society, especially the transfer of applied science and technology to the people because according to the needs of the community and appropriate; (2) Method and community empowerment strategies implemented in this activity very effective especially mentoring perceived by the public, in contrast to community empowerment efforts that have been made previously.

Travel Model Development, according to Mariotti in Yoeti (1983) are all things that are in tourist destinations, and is an attraction that people would come to visit these places. Tourism development is an alternative that is expected to support both the economic potential and conservation efforts. Tourism development is done by rearrange various potentials and natural resources and biodiversity in an integrated manner.

Management model developed tourist area of environmental preservation-oriented (Ramly, 2007). Besides, to be able to do development needs to consider various aspects; an attraction to be developed must pay attention to the terms of the development of the area into a tourist attraction that can be relied upon, namely:

1. Selecting to the potential, this is done to select and determine the potential tourist attraction that allows it to be developed in accordance with existing funds.
2. Evaluation of the potential layout of the area, this work has a background in thinking about whether or not there is any conflict or misunderstanding between the associated administrative areas.
3. The measurement of distance between the potential, this work is to obtain information about the distance between the potential, so it is necessary to map Shareable potential tourist attraction.

In Act 9 of 1990 stated that the attraction was everything that was subjected to travel. Tourism activities usually an activity that can give a pleasant response and can

provide satisfaction. Therefore, a tourist attraction should be able to provide a special attraction for tourists, causing a deep impression. Meanwhile, according to M. Ngafenan attraction in his Karyono (1997: 27) "tourism", saying that the attraction is any object that may cause an attraction for tourists to visit, such as the state of nature, historic buildings, cultural and recreational centers modern. Heritage *Kampung Cokelat* is a potential tourist attraction that relies on crop plantation with Cocoa / Chocolate them also featuring education about the processing of cocoa, from seeding, harvesting, drying, milling, grinding, cooking, decorating and packaging which is located on *Jl. Banteng-Blorok 18 Plosorejo* Kademangan village in Blitar.

Definition Entrepreneurial according to (Sadono Sukirno, 2004: 367) derived from the word meaning entrepreneurial heroes (brave) and effort means to conduct business (business). Thus the entrepreneur can be defined as someone who is persistently trying to run something business activities with the aim to achieve results to be proud of.

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II. RESEARCH METHOD

Qualitative approach into the design and methodology of selection in this study. Qualitative Methods is a research procedure that produces descriptive data in the form of words written and spoken of the people and observed behavior (Bodgan and Taylor in Moleong, 2007: 3). Riset study qualitative in nature and inventive conditions, such as behavior, perception, motivation, action, holistically and by way of description in the form of words and language, in a specific context naturally and by using various natural methods. Therefore, researchers should have the provision of comprehensive theory and insights so you can ask, analyze, and construct the object under study becomes clearer. This study emphasizes the significance and value attached.

Miles & Huberman (2014: 16) says, the analysis consists of three flow of activities occurring simultaneously: data reduction, data presentation, drawing conclusions / verification.

a) Reduction of Data;

Is defined as the electoral process, focusing on simplification, abstraction, and data transformation "rough" that emerged from written records in the field.

b) Presentation of Data;

Limiting a "presentation" as a set of structured information that gives the possibility of drawing conclusions and taking action.

c) Interest Conclusions;

Inferences are just some of the activities of the configuration intact. The conclusions also verified during the study.

III. FINDINGS AND DISCUSSION

There are chocolate-based businesses motivated by several reasons. According to him, many chocolate preferred by many (people) and almost all people love chocolate. Whether it among children, adults. Even though parents. It all makes the introduction of chocolate into society more easily one of which does not require transaction fees because almost everyone from all walks of life will remember what it is called chocolate. Brown is also known as the food was expensive and elite, as not many entrepreneurs chocolate. In contrast to everyday foods such as meatballs, chicken noodle and others whose existence was already mushrooming everywhere. At that time, in the area of Kholid pack itself, precisely in the area Plososorejo, Kademangan Blitar no chocolate businessman.

Kampung Cokelat is a natural tourism and culinary tourism located in the village Plosorejo Blitar District of Kademangan the Timur. Wisata Java Province established in 2014 which contained a collection of cocoa with brown plants that grow fast and there is also a snack made from cacao has packaged well and then marketed in supermarkets village in this place people can find only cokelat but also the *Kampung Cokelat* many other places of interest such as the fish pond which has a function for fish therapy, so as to eliminate fatigue and muscles in the feet will feel rilex. In addition , there are also many food vendors ranging from buffet food, meatballs and chocolate iced drinks.It is shown again with musical entertainment on the stage of the *Kampung Cokelat*, with it then it makes people who become visitors entertained and comfortable in the *Kampung Cokelat*.

The following table illustrates the development of Kampung Chocolate phases :

No.	Year	Description
1	2004	The price of cocoa / chocolate Rp.9,000, - / Kg be motivation developers steeped cocoa cultivation by following an internship at PTPN XII Blitar dan continued at Cocoa Research Center in Jember
2	2005	Experience internship followed by Cocoa movement namely cocoa seedling production of 75,000 seedlings to be distributed to other petanio Blitar region and other regions.
3	2007	Cocoa growing Movement Program not only through the cultivation with the principle of openness prices to farmers, cocoa bean trade is increasing. Confidence to supply cocoa beans to chocolate manufacturers growing until today no less than 15 tons / day of dry cocoa beans shipped into the country and abroad.
4	2013	Departing from the future confidence of cocoa Indonesia as well as a strong desire to provide education to the community started with a distinctive taste of chocolate production in Indonesia.
5	Stand 2014	educational tour <i>Kampung Cokelat</i> with spirit to build Indonesia's economy for the sake of ideals - ideals of Kampung Cokelat Republic of Chocolate in Indonesia.

From the results of research conducted in *Kampung Cokelat* stage development it can be seen that: it was built in March 2014, the number of workers at the beginning of the opening t are 48 people, next 10 months the number of employees increased to 121 employees.The production capacity of the average is around 480 tons / month due to the land owner as well as a chairman Gapoktan Crop Cocoa East Java. It has one machine/

tool processing production of chocolate this place is capable of producing processed brown 50 Kg/ day, methods of education ranging from the processing of cocoa, seeding, harvesting, drying, milling, grinding, cooking, decorating and packaging.

Marketing Strategy applied the marketing mix. It can be classified into four parts namely Product, Price, Promotion, Place.

1). Product

Product which is offered has the best quality, with high nutritional value, which also can be healthy and nutritious. As these foods have many health benefits, because it contains amino acids, essential, high protein, vitamins, minerals, and fiber that is high enough people can use also to prevent cancer, high blood pressure, diabetes, anemia, and increase endurance.

2). Price

Price is an expression of the value of the usability or quality of the product itself, the image formed from us is through promotions, in addition to the availability of our products through the service so that pricing is not simply the cost of production and profit only we take, but rather a value that reflects. In determining the price of chocolate is, given the right price to the consumer so that the bond between producers and consumers is going well.

3). Promotion

In promoting the products, promotions that we do through social media such as facebook, twitter, fuel, etc., as well as brochures and face advance directly to the consumer is to make the process of communication about our products krispi beans. Our chocolate product that a lot of benefits, other than that we as producers need to provide effective communication is easily understood by consumers, so that consumers are interested in our products.

4). Place

Place is a field or container used as a place of business which would be run later. We had to choose a place of business that is potentially profitable for us. Therefore the place we choose must have the following criteria:

- a) Strategic
- b) can be easily accessed
- c) can be seen by consumers

d) SWOT analysis

1. Strength

- a. Has a delicious flavor and much in demand by the public because of Blitar district that has the best chocolate quality in East Java
- b. Tourist attractions are so simple but it is convenient for the end of the ground because there is an interesting place orders from their fish pond for fish treatment that can relieve aches in legs
- c. There is a good service of the employees and the community in the village of chocolate, hospitality and affordable prices in the village of chocolate makes the place more and more famous.

2. Weakness

- a. Tourist attractions are still too simple, because the mass media can be introduced in excess of chocolate village conditions however, when it has seen the location and condition is still modest.
- b. People are still very traditional with its terms; they have not been able to interact with the visitors especially from outside blitar who are eager to know in a clear and public explanation of the surrounding community.

3. Opportunity

- a. The chances are big enough to be developed because a lot of people around who only livelihood as farmers and housewives, with the advent of such travel can increase employment.
- b. Provide a considerable profit
- c. Many people who love chocolate
- d. Consumerist culture.
- e. Can receive orders with good

4. Threat (Threat)

- a. Many competitors in the culinary field in this case food.
- b. Changes in consumer tastes.
- c. With the MEA then allow products from chocolate hometown lose competitiveness with other products.

IV. CONCLUSIONS AND SUGGESTIONS

From the research that has been obtained some conclusions are:

1. Forms of activity undertaken for the development of Kampung Cokelat consist of the processing of cocoa, seeding, harvesting, drying, milling, grinding, cooking, decorating and packaging.
2. It is about 1 ha with land ownership status is SHM and the lease, the number of workers at the beginning of the opening there are 48 people after 10 months the number of workers increased to 121 employees, this place is able to generate a production capacity of the average - average 480 tons / month. In other words, the amount of land and labor are minimal and can be powered by either using the management principle of openness.

Suggestion

1. Developing potential cocoa plants should receive the support of all stakeholders including Government, Landlord or capital and labor support.
2. Empowerment through cooperation programs with the investors or owners of capital can be implemented in order to unlock the potential of educational tours *Kampung Cokelat* another region.

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