

Research Article

# Cultural tourism development through empowerment of the potential village center for Keris craftsmen in Aeng tong-tong village, Saronggi district

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## ABSTRACT

Sumenep is one of the cities on the eastern tip of the island of Madura which has a variety of tourism places including natural tourism, religious tourism, and artificial tourism. Aeng Tong-tong Village is located in Saronggi District, Sumenep Regency. This village is the largest keris making center in Indonesia and even in the world, almost all of the people in Aeng Tong-tong village work as keris craftsmen. This situation has been going on for generations since the Sumenep kingdom until now. Because there are so many keris craftsmen in this village, it is designated as "Keris Village". This study aims to determine the potential that exists in the village of Aeng tong-tong and its empowerment as well as the attention of the Sumenep Regency government. The method used is qualitative, the sampling technique is purposive sampling, the main informant is from the Tourism office, the key informant from the head of the cultural tourism manager Aeng Tong-tong, the supporting informants are 2 visitors, data analysis before the field and when in the field, namely data collection, data reduction, data presentation, conclusion, data validity test through extended observations. The results of the study with the many tourism potentials of Aeng Tongtong village, it is necessary to develop cultural tourism of the keris village which is supported by other tourism, namely nature tourism, religious tourism, historical tourism so as to increase the variety of existing tourist destinations, besides that it is necessary to improve facilities and infrastructure to facilitate tourists visit. With the development of cultural tourism, it will increase tourists both from within the country and from abroad so that it can increase regional original income, reduce unemployment and improve people's welfare.

**Keywords:** Cultural Tourism; Keris Craft Center; Village Potential;

## 1. INTRODUCTION

Sumenep City is a city on the eastern tip of the island of Madura, Sumenep is a regency that has many islands, namely 126 islands, with 126 islands it has of course has many tourist destinations that can be developed. Various tourist destinations in Sumenep include: cultural tourism, religious tourism, nature tourism, health tourism, historical tourism, marine tourism, culinary tourism, special interest tourism, artificial tourism and geotourism, so that it becomes a tourist destination on the island of Madura. The tourism potential that is being developed is nature tourism and religious tourism. The development of Suramadu will have a beneficial impact on the economic development of the Madurese community, but must be followed by efforts that can support the improvement of the community's economy. The development of the tourism industry has a major influence on developments in the area around tourist attractions, because it can become the main destination that can improve the community's economy. In order for the village to be more developed, the potential in the tourism sector in the area can be used as the main capital in developing the area so that it can increase local revenue (PAD), and increase the income of the community around tourist attractions.

Aeng Tong-tong Village is located in Saronggi District, Sumenep Regency. This village is the center of the largest keris making in Indonesia and even in the world, almost all people in the village of Aeng tong-tong have jobs as keris craftsmen. This situation has been going on for generations since the Sumenep kingdom until now. Because there are so many keris craftsmen in this village, it is designated as "Keris Village". Besides keris tourism which includes cultural tourism in Aeng tong-tong, there are also several other types of tourism including nature tourism, religious tourism, and also historical tourism. So if we visit the village of Aeng tong-tong we can enjoy many cultural tourism destinations overthere. Meanwhile, the problem with the Aeng Tong-tong of keris village is that there is still no significant development, both from the tourism village manager and from the Sumenep district government in terms of facilities, accessibility, and from the development of

tourist attractions. This is very unfortunate considering that there is a lot of potential in the village of Aeng tong-tong but it has not been utilized optimally. This research focuses on empowering the village potential of Aeng tong-tong village, seen from the aspect of accessibility, aspects of facilities, aspects of human resources, and aspects of tourist attraction, for example, the potentials that can be developed including cultural, religious, and nature tourism.

## 2. METHOD

This study uses a qualitative research approach, which provides a descriptive description of the phenomena in the Aeng Tong-tong keris village so that in this study the researchers did not make conclusions about the phenomena that occurred. The object of this research is the center for keris craftsmen located in the village of Aeng tongtong, Saronggi District, Sumenep Regency. People are asked for information to provide explanations about the conditions at the research location (Moleong, 2010:132). The technique for determining informants in this study used purposive sampling. Key Informants in this study, the head of the keris tourism manager Aeng tong-tong was chosen as the key informant. Key Informants the main informants in this research are the Department of Tourism, Culture, Youth and Sports and Supporting Informants in this study, informants who support researchers choose tourists who visit the cultural tourism center of the keris craftsman in Aeng Tongtong village as many as 2 people.

In principle, data analysis has been carried out since the beginning of the study, when the research took place until the stage of drawing conclusions. The process of data analysis includes four components, namely: data collection, data reduction, data presentation and drawing conclusions (Miles and Huberman, 1992). This process is carried out continuously and repeatedly so that this process occurs back and forth. This analysis was carried out based on observations of descriptive data sources, namely an analysis of the village potential and existing problems as well as an analysis of the potential for cultural tourism development through descriptions, explanations and understandings supported by quantitative data to strengthen the results of the analysis. Analysis of the data in the Miles and Huberman Model field, namely, data Reduction, data Display and Conclusion Drawing/Verification (Singarimbun and Effendi, 1989). The data validity test technique used in this study is to conduct a credibility test, where the researcher uses an extended observation, this is done by continuing the results of interviews with informants to complete the data that is still lacking and also re-observing the data that has been obtained at the beginning. In addition, the extension of in-depth and extensive observations was carried out to check the suitability, certainty or truth of the data that had been previously obtained.

## 3. RESULTS AND DISCUSSION

### Results

Data collection was carried out through interviews with informants (informants). In the process of determining the informants in this study using the Purposive Sampling technique, namely the process of determining the sample with certain criteria according to the needs of the researcher. The list of informants can be seen in the **Table 1**.

**Table 1.** Informant Data

No	Name	Informant Type	Informant Status
1.	H. Nor Hadi	Key informant	The head of the Keris tourism village, Aeng tong-tong
2.	Bambang Hidayanto Susilo, MM	Main Informant	Department of tourism, youth culture and sports Sumenep
3.	Bahtiyar	Support Informant	Tourist
4.	Sukmandana	Support Informant	Tourist

Source: primary data processed by Researchers.

Based on **Table 1**, there were 4 (four) informants, including 1 (one) key informant, 1 (one) main informant and 2 (two) supporting informants. The researcher chose Bambang Hidayanto Susilo, MM as the main informant because he served as the Head of the section for empowering tourism resources at the tourism, youth culture and sports department of Sumenep Regency and also he really understands and understands the conditions of tourism in Sumenep Regency. In addition, the researcher chose H. Nor Hadi as the key informant because he is the head of the management of the Aeng Tong-tong Keris Tourism Village who understands how and what this Aeng Tong-tong Keris Tourism Village looks like. In the supporting informants, the researchers chose Bahtiyar and Sukmandana as tourists who visited the Aeng Tongtong; Keris tourism village. Tourism development is not only related to the development of tourist destinations, but also relates to all aspects that have an interest in tourism development, so that this becomes a unified whole between each aspect in terms of accessibility, facilities, human resources, tourist attraction and in terms of marketing.

All important components responsible for the realization of tourism development, both from the Sumenep Regency government and from the tourism village management agency in Aeng Tongtong Village, must synergize and cooperate with each other in the development of keris tourism village in Aeng Tong-tong. Based on the results of good research through observations, interviews with resource persons and also the results of research documentation while researchers take data on objects related to the development of cultural tourism in the Aeng Tong-tong Keris Center Village, we can see from various aspects, including.

## Accessibility

The aspect of accessibility is a very important aspect in terms of developing a tourist village, because it is an important factor that must be a main concern or priority in the field of tourism development. Because accessibility to places or attractions must be good and good, so that tourists who will visit these attractions feel comfortable and are interested in visiting again. Based on the results of the observations and observations of researchers, when viewed from the aspect of accessibility, the way to the Aeng Tong-tong keris tourism village is still not very good or the roads are still damaged with holes and also the road access is still narrow. Currently only 1 car can pass and even then if you cross you have to go slowly because the road is narrow. Based on interviews with Bastiyar who is a tourist from Manding and Sukmandana from Parsanga, they think that access to tourist attractions in Aeng Tongtong Keris Village is not good because the road is still potholes and narrow and can only be passed by small cars. So it is necessary to repair and widen the road so that tourism buses can pass so that it can attract tourists to visit.

## Facility

The aspect of facilities is also a very important factor in the field of tourism, because it relates to the comfort of tourists while in a tourist attraction, this must also be a major concern and priority in tourism development, facilities in the field of tourism are obligations that must be met in building a tourist spot. . Based on the results of observations and observations of researchers, when viewed from the point of view of the existing facilities in the Aeng Tong-tong Keris tourism village, the facilities that are ready to support the development of the tourist village are only the availability of museums and keris galleries, but not equipped with other facilities. such as public toilets, signposts, places of worship and others still do not exist. In overcoming these problems, it is necessary to cooperate with the relevant agencies in improving facilities such as gates, prayer rooms, toilets, parking, canteens and others. However, based on information from the management, this will soon be resolved and various facilities will soon be built that can support tourism activities and will also coordinate with several related parties so that the various facilities needed can be built immediately.

## Human Resources

The aspect of human resources is a very important aspect in supporting tourism development, because all activities in the tourism sector are controlled by human resources. The aspect of human resources here relates to how the service of tourism managers to tourists must be good and friendly, so that tourists feel comfortable and at home while in the tourist place and want to return to visit these tourist attractions. In this case, Aeng Tongtong Tourism Village has formed a Tourism Awareness Group (POKDARWIS) but it is still not running optimally. Pokdarwis membership is from the Aeng Tongtong community and training has been carried out by means of comparative studies in various well-known tourist attractions in Sumenep such as Gili Labak, Gili Yang, and Sembilan Beach. In addition, they also make visits to the tourist village Jamboree which is held every year, twice a year, there is a Sapta Pesona action for business actors, for Pokdarwis in East Java every year they move around in order to move and excite Pokdarwis. After the training, supervision or monitoring was carried out by the Sumenep Regency government on Pokdarwis. In addition, continuous and continuous training is also carried out.

## Tourist attraction

Tourist attraction is an important aspect in tourism development, this aspect is one of the main factors why tourists want to visit these tourist attractions, therefore this aspect of tourist attraction is the most important factor and should always be a top priority in developing tourism, because what makes tourists interested in visiting a place or tourist attraction is to see the charm and uniqueness that is in the tourist spot which is an aspect of its tourist attraction.

Aeng Tongtong has various forms of tourist destinations (potential) including cultural tourism, nature tourism, religious tourism, and historical tourism.

1. In cultural tourism there is a center for making kris and Taniyan lanjeng culture.
2. In nature tourism there are waterfalls, and Polay caves.
3. In religious tourism there are several Bhujuk, including Bhujuk Mariye, Bhujuk Serna, Bhujuk Amulet, Bhujuk Asri, Bhujuk Peanut, Bhujuk Addul, and others.
4. In historical tours there are Perreng Mandhi, Kerbuy stones/big stones, ancient houses that are about 300 years old, Patapan stones, Leaning stones and also a set of anti-stale tableware.

The number of tourist attractions in the village of Aeng Tong-tong so far has not been fully utilized, so it needs to be maximally empowered for the progress and prosperity of the Aeng Tongtong community itself. For future development, the placement of kris tours will be centered in one place, namely in the gallery, starting from making kris, carving kris, to selling kris. It is also planned that a tourist vehicle will be held so that visitors can use it to get around the keris making places and other tourist attractions.

## Marketing

From a marketing perspective, this marketing aspect is one aspect that determines the success or failure of a place or tourist attraction, because no matter how good the tourist attractions we have but there is no promotion or marketing, no one will know about the tourist attractions that we have. The tourism village of Aeng Tongtong in marketing has carried out promotions through social media including Instagram, Facebook and also village blogs, but it still has not had much impact on increasing the number of visitors to the Aeng Tong-tong keris tourism village, this is because the promotional efforts carried out are still not maximum because it is not updated. Meanwhile, the promotion carried out by the Sumenep Regency government is by participating in industrial exhibition events in various regions and introducing other craftsmen

from various regions so that they can collaborate, collaborate by making more creative and innovative products.

## The Uniqueness of Aeng Tong-Tong Keris

The keris made by the Aeng tong-tong community has different characteristics from the keris from other regions. While the keris is generally only oriented towards weapons, the keris made by the Aeng Tong-tong community also looks at it from an aesthetic point of view. Some of the characteristics of the keris can be seen from the variety and uniqueness of the style, shape and prestige or carvings found on the surface of the keris. Every kris craftsman has a special and secret technique and method to make these keris. Another attraction of the Aeng tong-tong keris is that the materials used are also varied, including iron, brass, gold, charcoal, nickel, steel, copper and have mystical powers that can be used as weapons. Some keris are also given a poison potion to increase the efficacy of this weapon.

## Discussion

Based on the potential of Aeng Tongtong Village as a kris craft center village in Sumenep Regency, it can be developed in order to increase tourist visits, including:

### **Develop and build a wide selection of existing tourist destinations apart from the main tourism, namely keris tourism.**

Apart from the main tourism, namely cultural tourism, in this case the center for kris craftsmen, in Aeng tong-tong also needs to be built and developed other tourism as supporting tourism from the main tourism, such as nature tourism, religious tourism, and also historical tourism which is a form of tourism. village potential. So when we visit the village of Aeng tong-tong we can enjoy not only one tour but many tourist destinations that we can enjoy there, this can be an attraction for tourists who visit the tourist village of Aeng tong-tong keris.

### **Empowering local communities in tourism development.**

In the development of tourism, it is necessary to involve many parties in its development, both from the government and from the private sector, this requires coordination and cooperation with other parties such as lodging or hotels, travel or travel agents, and other parties. The development of tourism related to the concept of tourism village-based tourism, the most central party directly involved in its development, namely the local community in tourism objects, therefore it is necessary to empower local communities in terms of developing tourist villages.

### **Maintain and continue to preserve the existing natural beauty.**

One of the things that attract tourists when visiting the Keris tourism village of Aeng tong-tong is the natural and beautiful natural beauty, therefore natural beauty must be maintained and preserved to remain an attraction and be one of the reasons for tourists to visit the village. Aeng tong-tong Keris tour.

### **Construction and improvement of road access.**

Roads or accessibility are one of the important things that become the main focus in the development and development of tourist villages because good roads will give a comfortable impression for visiting tourists. In the tourist village of Aeng Tong-Tong keris itself needs to be repaired and the road widen in order to provide comfort to visiting tourists.

### **Build facilities and other supporting facilities.**

Good and complete facilities will give a comfortable impression and will make tourists feel at home while in a tourist attraction; therefore the construction of facilities and infrastructure that supports tourism development must take precedence and be equipped in order to provide a sense of comfort to visitors who come to the Keris tourism village in Aeng tong.

### **Provide education and training about tourist villages to the community for tourist satisfaction.**

Good service will make tourists who visit will feel happy and satisfied, in the concept of a tourist village, the community participates in providing services to visiting tourists, training and education about how and what the concept of a tourist village is, and how to serve tourists, needs to be done so that can provide satisfaction to visitors who come to the Aeng Tongtong keris tourism village.

### **Increase promotion through various media.**

Promotion is an important element in the development of tourist villages, with the promotion of tourist objects will be widely known, promotion can be through various media such as print media and electronic media, the cheapest and easiest promotion is to promote through electronic media, such as through social media Facebook, Twitter, Instagram, WhatsApp or via blog etc. With a vigorous and active promotion, the Keris Aeng Tong-tong tourism village will be widely known by the public so that many tourists are interested in visiting.

### **Provide the best service and a deep impression to the tourists who visit.**

Giving a good impression to tourists will make tourists who have visited will come back to want to visit the place again, therefore good and memorable service will make tourists happy, here the managers of the Aeng Tong-tong keris tourism village are required to provide the best service when there are tourists who visit in order to give a good impression to tourists.

### **Maintain and improve security in the village environment.**

Security is important, a sense of security will make visiting tourists feel comfortable, the more people who visit, the greater the crime rate that is likely to occur, therefore security must be a top priority for comfort and security in the village environment.

### **Improving the quality of excellence of tourist attractions in the face of competition.**

The quality of excellence of attractions must be continuously updated so that tourists are interested in visiting these attractions; this is in order to attract tourists to visit. Therefore, the quality of the Aeng Tong-tong Keris tourism village must continue to be developed as good and attractive as possible in order to attract tourists to visit.

#### Impact of Development on Keris Aeng Tong-tong Tourism Village

- a. Increasing the community's economy  
With the development of the Keris Aeng Tong-tong tourism village, it will certainly improve the community's economy by means of selling around tourist attractions, people can also rent out their houses as lodging for tourists, rent out transportation equipment.
- b. Increase Regional Original Income (PAD).  
With the development of the Keris Aeng Tong-tong tourism village, of course, this tourist spot will be even better and will attract tourists to visit, so that it will increase income for tourism managers. So this will help the Sumenep district government in increasing local revenue (PAD) from the tourism sector.
- c. Absorb labor.  
With the development of the Aeng tong-tong keris tourism village, of course, it will be able to absorb labor, in this case the community can work as managers there or as tour guides who accompany visitors who come to the Aeng tongtong keris tourism village.
- d. Making the keris tourism village of Aeng tong-tong more widely known by tourists.  
With the development of the Aeng tong-tong keris tourism village, it will certainly make this tourist village more famous and can attract visitors, both from the archipelago and foreign visitors to come to the Aeng tong-tong keris tourism village.

## **4. CONCLUSION**

Based on the results of research and discussion, conclusions can be drawn in this study as follows. Empowerment of village potential in the development of cultural tourism, including the empowerment of natural potential, cultural potential, religious potential, historical potential, human resource potential, with the development of cultural tourism, it can empower all village potentials optimally so as to increase community prosperity. The potential of Aeng Tongtong village is the potential of natural resources in the form of (coconut plantations, tamarind, tobacco, chili herbs, waterfalls, polay caves), cultural potential (kris craftsmen, taniyan lanjang), religious potential (the presence of Asta Bhuju' which is the tomb of the figures of Aeng Tongtong), historical tourism (the presence of kerbui stones, perreng mandhi, 300 year old ancient house, early keris making, ancient scriptures, patapan stone, a set of anti-stale old cutlery). The Sumenep Regency Government has great attention to Aeng Tongtong village as a center for keris craftsmen so that it can develop more by participating in industrial exhibition events throughout East Java, providing training and coaching to Pokdarwis in order to improve services to visitors. With the development of cultural tourism, it will increase tourists both from within the country and from abroad so that it can increase regional original income, reduce unemployment and improve people's welfare.

## **RECOMMENDATIONS**

The suggestions that can be given from the results of this study are as follows:

1. It is necessary to repair and widen the road as access to the Keris Tourism village to make it easier for tourists to visit.
2. Relevant government attention is needed in improving facilities and infrastructure so that the keris tourism village can quickly develop.
3. Increase promotion through various media so that the Aeng Tongtong keris tourism village can develop its tourism so that it can attract tourists to visit

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