

**THE COLLABORATION BETWEEN THE GOVERNMENT AND VILLAGER TO DEVELOP
GERABAH EDUCATIONAL TOURISM**

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ABSTRACT

Rendeng Village in Indonesia has significant potential for developing a ceramic educational tourist village. It is necessary to have assistance from the local government regarding infrastructures, training, promotions, facilities and foster partnerships with the villager. This study aims to examine the collaboration between the government and the villager in the development of the *Gerabah* Educational Tourism Village in Rendeng Village, Malo District, Bojonegoro Regency. This study is qualitative-inductive. Data collecting methods include several procedures such as interviews, observation, and documentation studies. The analysis data used data reduction, classify, direct, remove unnecessary, and organize data. Data display involves organizing information to allow for analysis and decision-making. The individuals providing information for this study included the Head of Rendeng Village, the Chairman of BUMDes, Karang Taruna Management, and local villager. *The result shows that Village - Owned Enterprises (BUMDes) play a crucial role in ensuring the long-term viability of programs and fostering the development of villages. Villagers engage in several activities, including serving as tour guides, undergoing Gerabah production training, and establishing micro-enterprises. Village government assumes a proactive role as regulators and regulatory providers, they actively promote, manage, and support the programs sustainability. Village - owned Enterprises play a significant role in financial contributions that ensue, including tax revenue, land rentals, and money generated from micro-entrepreneurs.*

Keywords: Tourism Village; Education, Partnership.

ABSTRAK

Desa Rendeng merupakan salah satu desa di Indonesia yang memiliki potensi besar dalam pengembangan desa wisata edukasi gerabah. Namun, untuk mencapai tujuan ini, perlu adanya dukungan dari pemerintah desa dalam hal infrastruktur, pelatihan, promosi, dan fasilitas, serta kerjasama dengan masyarakat. Penelitian ini bertujuan untuk mengkaji kerjasama pemerintah dan masyarakat dalam pengembangan Desa Wisata Edukasi Gerabah di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro. Jenis penelitian ini merupakan kualitatif-induktif. Metode pengumpulan data meliputi beberapa prosedur seperti wawancara, observasi, dan studi dokumentasi. Analisis data yang digunakan adalah reduksi data, mengklasifikasikan, mengarahkan, menghilangkan hal-hal yang tidak perlu, dan mengorganisasikan data. Pihak yang memberikan informasi untuk penelitian ini antara lain Kepala

Desa Rendeng, Ketua BUMDes, Pengurus Karang Taruna, dan masyarakat setempat. Hasil penelitian menunjukkan bahwa Badan Usaha Milik Desa (BUMDes) mempunyai peran penting dalam memastikan kelangsungan program dalam jangka panjang dan mendorong pembangunan desa. Masyarakat desa melakukan beberapa kegiatan, antara lain menjadi pemandu wisata, mengikuti pelatihan pembuatan Gerabah, dan mendirikan usaha mikro. Pemerintah desa berperan proaktif sebagai regulator dan penyedia regulasi, mereka secara aktif mempromosikan, mengelola, dan mendukung keberlanjutan program. Badan Usaha Milik Desa memainkan peran penting dalam kontribusi keuangan yang dihasilkan, termasuk pendapatan pajak, sewa tanah, dan uang yang dihasilkan dari pengusaha mikro.

Kata kunci: Desa Wisata; Edukasi; Kemitraan.

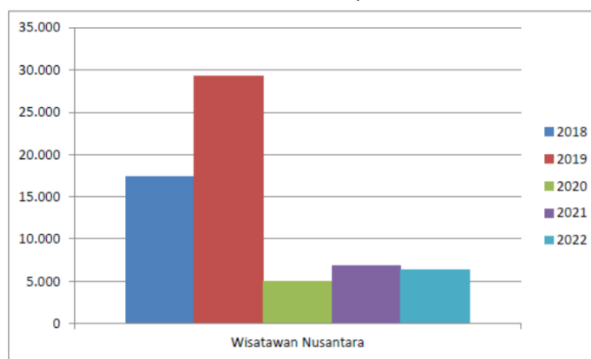
A. INTRODUCTION

Villages are an integral element that requires development within the framework of regional sovereignty. The village government is crucial to the Indonesian state since it promotes national growth and advancement (Sulistiyawati, 2020; Mardiasmo, 2019). There is a need to enhance the competence of village governments in executing administrative responsibilities and to develop villager involvement and institutions to achieve the established objectives. Regional governments now have enough opportunity to cultivate and optimize their regional potential, which includes overseeing the tourist industry. It is in compliance with Law Number 23 of 2015 regarding Regional Government. The tourist sector is a crucial determinant of a country's economy. An established tourist sector has the potential to stimulate the growth of other sectors by creating a demand for their goods. These industries include plantation, agriculture, livestock, and folk crafts, providing additional job possibilities. In order to foster the development of tourism-related products in Indonesian territory, effective administration is essential (Soemardjan, 2017). The government is now making significant investments in the development of tourist villages in order to enhance foreign currency earnings, stimulate economic growth, boost regional revenue, provide job opportunities, empower individuals economically, foster company expansion, and improve villager welfare. If managed efficiently, the establishment of tourist attractions may have a substantial impact on stimulating the development of the surrounding region. The first step in strategizing the establishment of a tourist village is identifying a suitable site that can serve as a prime tourist attraction. Procedures for writing tables can be seen in table 1. Table names accompanied by table serial numbers are written at the top of the table. Tables are listed in a two-column format. If a table cannot be entered in a two-column format, then it can be entered in a one-column format. The format for writing the name must match the example. Table size using autofit format with window (Alfianto, 2021; Nugroho, 2018; Rahmawati, 2019).

The *Gerabah* Educational Tourism Village in Rendeng Village, Malo District, Bojonegoro Regency, was selected as the subject of the study due to the local inhabitants' preservation of the *Gerabah* in this village, which is characterized by its uniqueness in

terms of diverse forms, colors, and themes. Rendeng Village is home to 270 skilled artisans specializing in *Gerabah* (Damanik, 2013; Sari & Suryono, 2018; Wibowo, 2017). Among them, 80 are proficient in creating contemporary ceramic pieces with famous cartoon characters like Doraemon, Patrick, and others. The construction and development of the *Gerabah* Educational Tourism Village by the Bojonegoro Regency Government began in 2015. The *Gerabah* created by the inhabitants of Rendeng Village is of considerable size, significantly contributing to the local villager's economic well-being. The educational tourism initiative implemented by the management of Village-Owned Enterprises (BUMDes) exemplifies the innovative efforts of young individuals in the village. The primary objective of this initiative is to safeguard and promote the traditional *Gerabah* craftsmanship of Rendeng Village (Simanjuntak et al., 2017; Puspitasari & Suryono, 2020; Suryono, 2020; Suryono & Puspitasari, 2021 ; Nugroho & Dahuri, 2016).

Graphic 1.Data on Indonesian Tourists for *Gerabah* Educational Tourism Villages 2018 – 2022 in Graphs



Source: Malo sub-district village government

From the graphic1, it is evident that the number of visitors to the *Gerabah* Education Tourism Village in Rendeng Village has fluctuated over the last five years, namely from 2018 to 2022. In 2019, there was a peak in tourist numbers, with 29,313 visitors. It marked a substantial rise compared to the previous year, namely in 2018 when there were 17,430 visitors. The maximum number of visits in 2019 was short. Between 2020 and 2022, the *Gerabah* Educational Tourism Village significantly decreased visitor numbers. Specifically, there were correspondingly 4,958, 6,912, and 6,380 visitors in 2020, 2021, and 2022.

The Rendeng Village Government has actively contributed to developing the *Gerabah* Educational Tourism Village. The function of social media advertising and leaflet distribution was evident during the COVID-19 pandemic's impact on the educational tourist village. The purpose of this campaign is to notify the general public that the *Gerabah* Educational Tourism Village in Rendeng Village will reopen. The Rendeng Village Government and the Potter Education Tourism Manager, represented by the Rendeng Village Enterprise, have constructed supplementary amenities, particularly culinary huts, to enhance tourist attraction. This establishment was constructed using contributions from the Bojonegoro Regency Government totaling IDR 100 million in 2019, along with aid from

the East Java Provincial Government totaling IDR 50 million in 2020 (Mantu, 2019; Puspitasari & Suryono, 2020).

The villager plays a crucial and multifaceted role in the development of tourism. The success of the tourist business in a region is significantly impacted by local communities. Indigenous individuals profoundly understand the customs and heritage specific to their region. They have the ability to contribute to the conservation and advancement of cultural heritage, including activities such as dance, music, gastronomy, and craftsmanship. Not only does this enhance the visitor experience, but it also contributes to the preservation of the cultural character of the region. Tourism has the potential to provide economic prospects for local communities, including employment possibilities in the hotel, restaurant, transportation, and local product sales sectors. The villager may participate in this tourist enterprise as proprietors or workers, promoting local economic development (Domai, 2010; Mardikanto & Soebianto, 2012).

The primary basis for sustainable and equitable development at the local level is the collaboration between village administrations and communities. It refers to a synergistic partnership between the village administration and its inhabitants to collectively pursue shared objectives in economic, social, and infrastructural development. This collaboration plays a significant role in promoting the villager's well-being and enhancing the integrity of local governance. An effective collaboration between the village administration and the villager entails the engaged involvement of inhabitants in making decisions. Communities should be allowed to contribute, express their requirements, and participate in development planning. It may be accomplished by using participation meetings, discussion forums, and public consultation methods (Puspitasari & Suryono, 2020; Suryono & Puspitasari, 2021).

Additionally, Establishing a ceramic educational tourist village aims to enhance the local villager's quality of life by generating more money and employment opportunities and providing improved access to education and healthcare facilities. Nevertheless, to do this, village administrations and communities must collaborate proactively. The success of expanding Rendeng Village as a *Gerabah* education tourist village relies on the strong collaboration between the village administration and the local people, given the town's considerable potential.

B. RESEARCH METHOD

This research methodology employs qualitative-inductive research, which involves gathering descriptive data in written or spoken words from individuals who can be observed and interviewed. All conclusions are derived from the information collected in the field (Creswell, 2014; Denzin & Lincoln, 2011; Sugiyono, 2017). The study utilizes primary data and secondary data as its sources. Data collecting methods include several procedures such as interviews and observations (Sugiyono, 2015; Merriam & Tisdell, 2016; Saldana, 2015). The goal of conducting interviews is to glean specific details from those interviewed. Meanwhile, Observation aims to obtain more accurate and comprehensive data (Sugiyono, 2018; Ananda et al., 2023). Researchers use the

interactive analysis model developed as their analytical approach (Miles, et al., 2014; Silverman, 2016). The interactive analysis model consists of three analytical components: 1) data reduction aims to sharpen, classify, direct, remove unnecessary, and organize data, 2) data display involves organizing information to allow for analysis and decision-making. It can be presented in various formats, such as narrative text, graphs, matrices, networks, and charts, and 3) deriving conclusions or verification involves diligently searching for meaning and identifying regularities, patterns, explanations, potential configurations, causal flows, and propositions. Initial conclusions are subject to change if compelling evidence is discovered during the data collection phase (Sugiyono, 2019). The interrelation and interaction of these three components need constant comparison to obtain sound findings.

C. RESULTS AND DISCUSSION

This study emphasizes the beneficial role played by village administrations in promoting economic progress and acknowledging the potential of the local villager. Village governments are crucial in their function as catalysts for establishing and executing development plans and fostering a supportive climate for the expansion of the tourist sector and the *Gerabah* industry. The policies and financial assistance implemented by the village authority demonstrate their dedication to promoting this initiative. The village administration offers tax advantages and financial assistance to encourage local businesses, particularly ceramic makers, to contribute to the villager's growth (Haboddin, 2015; Thoha, 2012).

The success of this initiative relies heavily on the efficient coordination with Village-Owned Enterprises (BUMDes). The village administration collaborates with BUMDes to effectively oversee resource management, enhance marketing tactics, and develop the necessary infrastructure to sustain the tourist sector and *Gerabah* business. The primary emphasis is on villager engagement, particularly among ceramic artisans. The village administration enhances the villager's abilities and fosters their growth via training and mentorship, resulting in improved skills and competitiveness within the *Gerabah* sector (Harun&Ardianto, 2011; Sunaryo, 2013).

One notable effect is a rise in individuals' earnings. The *Gerabah* Educational Tourism Village development initiative, spearheaded by the village administration, directly impacts the local economy by generating additional revenue from tourism and the *Gerabah* business. In summary, this study offers solid evidence of the beneficial impact of village governments in stimulating economic growth and fostering local knowledge by establishing *Gerabah* Educational Tourism Villages. The measures implemented by the village administration provide a robust basis for sustainability and serve as a source of motivation for other communities to embark on similar endeavors.

1. Program Initiation by Village Government

The primary results emphasize the proactive involvement of the village authority in launching the development program for *Gerabah* Educational Tourism Village. This stage involves the identification of local potential, the development of programs, and the

mobilization of support to establish a distinctive educational tourism destination. The Rendeng Village case study demonstrates that by identifying and maximizing local resources, a village may provide fresh prospects for augmenting villager revenue and stimulating local economic development. The Rendeng village government's development program may serve as a blueprint for other communities seeking to enhance their tourist industry and local economy.

By adopting proactive tactics, villages may effectively organize and execute programs that foster the growth of their local resources, such as creating distinctive tourist offerings, training initiatives to enhance residents' abilities, and successful advertising of their destination. Rendeng Village can harness its natural resources to ensure long-term economic stability while benefiting the local population and enhancing its reputation as an appealing tourist destination.

2. Policies and Financial Support

This strategy encompasses the provision of tax advantages and financial assistance, specifically aimed at promoting and ensuring the expansion and long-term viability of micro-enterprises in the ceramic educational tourism sector. By offering this incentive, the village authority sends a favorable message to commercial entities, motivating them to engage actively in the tourist industry's growth. In addition, financial assistance is a crucial element in the development of the policies being formulated. The village administration acknowledges the need to provide financial assistance to micro companies, particularly *Gerabah* entrepreneurs, to enhance product quality, foster innovation, and enhance competitiveness in the market. The efficacy of this program is seen in the enthusiastic involvement of *Gerabah* entrepreneurs and other small-scale business operators in the tourist industry. By providing incentives and financial assistance, business actors may get easier access to the necessary resources for company development. It fosters an ecosystem that facilitates the development of the tourist sector and the ceramic industry.

3. Effective Collaboration with BUMDes

Financial Management: The collaboration between the village administration and BUMDes involves prudent financial management. BUMDes may function as an organizational body responsible for overseeing the allocation of finances and financial resources to assist development initiatives. Ensuring efficient use of money and sustained financial development relies on transparent and responsible financial management.

Marketing strategy: Additionally, this partnership entails the creation of a highly efficient marketing plan. The collaboration between the village administration and BUMDes may be used to develop captivating promotional campaigns and establish a favorable reputation for the *Gerabah* Educational Tourism Village. This partnership enables the use of each party's knowledge, enhancing the effectiveness of promotions in reaching the target audience.

Infrastructure investment: a crucial element of partnership between village administrations and BUMDes. By investing funding for infrastructure that specifically caters

to the needs of tourism and the *Gerabah* industry, including tourist amenities, improved accessibility, and enhanced security measures, this partnership creates a favorable climate for the expansion and development of both sectors.

By fostering practical cooperation, village governments may harness the potential of BUMDes as a locally-owned corporate organization. It enhances the efficacy of development program administration and facilitates more villager involvement in decision-making.

4. Villager Participation and Economic Empowerment

Active villager participation: particularly from ceramic makers, demonstrates notable excitement and engagement in the village development process. The village administration fosters an atmosphere that encourages, inspires, and caters to the ambitions of local communities, which is a crucial factor in attaining program longevity.

Village governments' training: initiatives reflect a dedication to enhancing the competencies and understanding of local communities. This program enhances *Gerabah* manufacturing abilities and encompasses marketing, company management, and financial management, offering comprehensive training for crafts people.

Assistance: The village government's provision of assistance is a proactive endeavor to offer ongoing support to local communities. With support, the village administration may provide advice, answers, and strategic direction to address problems in establishing the clay crafts industry.

Economic Empowerment: The results indicate a favorable influence on the economic empowerment of local communities. By enhancing their abilities and improving their economic competitiveness, ceramic artisans may gain a significant advantage in the market, leading to higher output levels and eventually, a boost in their revenue.

This presents compelling evidence that empowering local communities via active involvement, training programs, and mentorship is very beneficial in attaining the objectives of building a *Gerabah* Educational Tourism Village. By implementing these measures, village governments provide essential assistance that enhances the economic sector and the overall quality of life and competitiveness of local communities.

5. Impact of Increasing Villager Income

Participation in the Tourism Sector: Implementing the *Gerabah* Educational Tourism Village development program, local communities can actively engage in the tourism industry. This engagement encompasses a range of activities, including the organization of instructional *Gerabah* tours, product displays, and serving as a local tour guide. These activities provide a supplementary source of revenue for the villager.

Improved *Gerabah* Production Skills: Implementing training programs to enhance *Gerabah* manufacturing abilities has favorable outcomes regarding product quality and market competitiveness. *Gerabah* goods of superior quality may be sold at elevated rates, augmenting the craftspeople's direct revenue. In addition, comprehending the supplementary worth of things may help enhance marketing efforts and appeal.

Significant Economic Impact: The study's findings indicate a substantial economic effect associated with the augmentation of individuals' income. By engaging in the tourist industry and enhancing their production capabilities, local communities may generate supplementary revenue streams that are environmentally friendly and have the potential to enhance their overall quality of life.

Sustainable and Wide Impact: The beneficial impact of this phenomenon extends beyond specific sectors or individuals, including a cascading effect that significantly influences the local economy. Raising individuals' salaries yields a positive economic stimulus for the whole villager, fostering a favorable atmosphere for long-term economic expansion.

Sustainability of Village Development: The augmentation of villager revenue may enhance the prospective sustainability of the *Gerabah* Educational Tourism Village development program. The revenue generated by the villager may be allocated towards enhancing infrastructure, education, and social welfare, establishing a beneficial cycle of village progress.

DISCUSSION

Interview with the Village Head: The Role of Social Animation in the *Gerabah* Education Tourism Village in Rendeng Village, Malo District, Bojonegoro Regency

According to the interview with the Head of Rendeng Village, Karang Taruna played a 50% part in developing tourism villages, with the remaining portion being contributed by BUMDes officials and the whole villager in each RT of Rendeng Village. The Rendeng Village Head further underscored the significant and crucial role Karang Taruna played in the tourist village's prosperous development, hence facilitating its widespread recognition among individuals outside the local vicinity.

Several conclusions may be derived from the interview conducted with the Village Head on the role of social animation in the *Gerabah* Education Tourism Village in Rendeng Village, Malo District, Bojonegoro Regency.

1. The proactive role of the Village Government was underscored by the Village Head, who highlighted its responsibility in initiating, organizing, and providing support for social animation inside the *Gerabah* Education Tourism Village. This statement demonstrates a recognition of the significance of village development that encompasses the active engagement of the villager.
2. The Village Government offers assistance and guidance to ensure the efficient operation of the tourist village development program. It includes promoting, managing, and developing tourism infrastructure.
3. The Village Head has a well-defined vision for developing the *Gerabah* Educational Tourism Village. This vision entails transforming the village into a distinguished and enduring tourism attraction while generating tangible economic advantages for the local population.
4. **Concrete steps:** The Village Government has implemented tangible measures to realize this goal, including constructing tourist facilities and infrastructure,

marketing via diverse media channels, and conducting training sessions to enhance villager abilities.

5. The key to success in social animation and tourist village growth is fostering a strong synergy among several stakeholders, including the Village Government, Karang Taruna, BUMDes, and the local population. Establishing robust collaboration among these entities enhances the efficacy of village development initiatives.

Interview with the Head of Karang Taruna: The Role of Social Animation in the *Gerabah* Educational Tourism Village in Rendeng Village, Malo District, Bojonegoro Regency

The following is an excerpt from an interview with the Head of Karang Taruna: *“The government of Rendang Village has launched a range of initiatives and activities to enhance the well-being and social dynamics of the local villager. In order to foster constructive initiatives at the village level, they organize cultural events, engage in cooperation activities, and assist villager groups such as Karang Taruna.”*

The development of the *Gerabah* Education tourism village in Rendeng Village can be inferred from numerous significant conclusions from an interview conducted with the Chair of the Rendeng Youth Organization:

1. Important Role of Village Government: The growth of tourism villages is significantly propelled by the robust support and proactive measures implemented by the Rendeng Village Government. The implementation of tangible measures by the village government, such as the construction of tourism infrastructure and the promotion of tourism activities, has yielded favorable outcomes in enhancing villager engagement.
2. Active Villager Participation: The primary catalyst for developing tourist villages is local populations' excitement and active engagement. Incorporating diverse tourism and cultural endeavors in the village demonstrates heightened villager engagement, serving as a favorable signal in the development process.
3. Collaboration among parties: The key to success in creating tourism villages lies in the effective synergy and cooperation among numerous stakeholders, such as the Village Government, Karang Taruna, BUMDes, and residents. The relationship mentioned above enhances the execution of village development initiatives and augments the overall competitiveness of tourist communities.
4. Challenges to Overcome: Despite the presence of robust backing and engaged villager involvement, numerous obstacles still need to be surmounted in the process of establishing tourist settlements. Obstacles such as limited resources, insufficient knowledge and skills in the tourism business, and under developed participation levels must be collectively addressed.

Interview with Craftsmen: The Role of Social Animation in *Gerabah* Educational Tourism Villages in Rendeng Village, Malo District, Bojonegoro Regency

The following is an excerpt from an interview with the craftsman:

*“The *Gerabah* Education tourist town has achieved significant tourist appeal due to the active involvement of the villager and exceptionally skilled artisans such as mine. The*

assistance provided by the Village Government plays a crucial role in facilitating the promotion of local craft goods and enhancing the economic and social well-being of the residents of Rendeng.”

After conducting interviews with craftsmen in Rendeng, there are several important conclusions regarding the development of the *Gerabah* Education tourism village in Rendeng Village:

1. Active role Craftsmen: craftsmen in Rendeng have a significant role in developing the Gerabah Education tourist village. They contribute to creating Gerabah craft products and introduce them to tourists, which means that they become one of the main attractions of the tourist village.
2. Village Government Support: Craftsmen in Rendeng have a significant role in developing the Gerabah Education tourist village. They contribute to creating Gerabah craft products and introduce them to tourists, which means that they become one of the main attractions of the tourist village.
3. Society participation: The success of building a tourist village is contingent upon the active engagement of the villager, encompassing craftspeople and other residents. This engagement encompasses a diverse range of activities, from creating crafts to coordinating cultural events, thereby enhancing the overall tourist experience.
4. Awareness of Cultural Heritage: The artisans in Rendeng acknowledge the significance of preserving the indigenous cultural heritage while establishing tourist villages. They serve as custodians and creators of the ceramic heritage, enhancing the educational tourism encounter for tourists.
5. Challenges in Development: Despite notable advancements, numerous obstacles must be overcome to develop the *Gerabah* Education tourism town. The obstacles encompass a scarcity of resources, the imperative for heightened promotional efforts, and the imperative to uphold the long-term viability of the *Gerabah* craft enterprise.

D. CONCLUSION

Proactive Role of Village Government: Initiating and overseeing the *Gerabah* Educational Tourism local development initiative, the local authority assumes a proactive role. In addition to their role as regulators and regulatory providers, they actively promote, manage, and support the program's sustainability. **Active Villager Participation:** Local communities exhibit significant engagement in development initiatives. They engage in several activities, including serving as tour guides, undergoing *Gerabah* production training, and establishing *Gerabah*-related micro-enterprises. This engagement fosters favorable economic circulation at the villager level.

Positive Contribution of BUMDes: The management of financial issues of development initiatives is significantly influenced by Village-Owned Enterprises (BUMDes). The economic contributions that ensue, including tax revenue, land rentals, and money generated from micro-enterprises, play a crucial role in ensuring the long-term viability of programs and fostering the development of villages.

Significant Economic Impact: The *Gerabah* Educational Tourism hamlet exerts a substantial and favorable influence on the hamlet's economic development. A rise in individuals' earnings and employment prospects and the broadening of the regional economy foster a more enduring and competitive milieu.

Support and Collaboration Between Parties: The efficacy of this development initiative is inherently intertwined with the backing and cooperation among the village administration, local population, and BUMDes. Through mutual assistance, individuals can surmount obstacles, enhance infrastructure, and uphold the long-term viability of programs. Establishing the *Gerabah* Educational Tourism Village in Rendeng Village not only serves as a captivating tourist attraction but has significant positive effects on the local economy, society, and culture. This achievement can motivate other villages to investigate their indigenous capabilities and cultivate them as a viable economic resource.

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