

## Postmodern Tourism Attraction in Tawangmangu Sub-District, Indonesia: Potential and Development Strategy

Edi Setiawan <sup>1\*</sup>, Yasin Yusup <sup>2</sup>, Rita Noviani <sup>3</sup>

<sup>1,2,3</sup> *Sebelas Maret University, Indonesia*<sup>1,2,3</sup>*Geography Education Study Program, Faculty Of Teaching Training and Education, Sebelas Maret University, Indonesia*

\*Corresponding Author: [edi.guwo@student.uns.ac.id](mailto:edi.guwo@student.uns.ac.id)

**Abstract:** This research aims to describe postmodern tourism attractions, in the form of potential and suggestions for development strategies that can be done in the tourist area of Tawangmangu Sub-District. This study uses a qualitative method with a case study approach. The case study in this study is a postmodern tourism object in Tawangmangu Sub-District, Karanganyar, Indonesia. Qualitative analysis to illustrate the attractions of postmodernism and SWOT analysis to determine usable development strategies. The results show that the potential of postmodernism tourism attractions in Tawangmangu Sub-District is a combination of natural potential in the form of atmosphere, temperature, and beauty of the location on the West Slope of Mount Lawu; and potential attractions made by developers, some of them: Sakura Hills, The Lawu Park, Sekipan Hill, New Balekambang, Kampung Halloween, and Rumah Atsiri Indonesia. Development suggestions can be done by optimizing strengths and potentials by minimizing weaknesses and threats. The situation in the postmodernism era brings diversity, one of which is diversity in the construction of tourism attractions. Postmodern tourism object has a variety of shapes and designs, accommodating patterns from inside and outside Indonesian culture. To face the development of postmodern tourism development, the active role of the community is needed to anticipate the inclusion of culture from outside that is not following Indonesian culture, and not to weaken the culture of the local community itself.

**Keywords:** Postmodern Tourism, Tourism, Tourism Potential, Tourism Development Strategy.

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### Introduction

Undeniably, entering the development of the world of industrial revolution 4.0 in the era of postmodernism with the advancement of industry and technology shows a tremendous escalation. Min et al., (2019) said, to face the industrial revolution 4.0 needed preparations because it will change the style of human work, the pattern of consumption that exists, and how people think later. The real impact of the industrial revolution 4.0 is the pattern of community competition in finding and maintaining jobs and the consumptive behavior of society. Competition in the 4.0 era is sure to happen, not infrequently the competition results in pressure on mental and mental illness (Min et al., 2019). In response to the current situation, tourist attractions are indispensable for many people, either individually or in groups. Tourist attractions are used as a place to release all fatigue, relieve mental stress, refresh, or even just relax with family or people nearby. By going to a tourism destination or traveling, someone will feel happy and can also nourish the mind, especially traveling to natural attractions that present the beauty of nature / natural attractions (Buckley, 2020; Chen & Petrick, 2013).

Areas that have natural beauty have great potential to be developed into tourism destinations (Devy, 2017; Kline, 2001). Seeing the problems and opportunities for existing needs, Indonesia as the country with the highest biodiversity number two after Brazil has great potential to be developed. The diversity of flora and fauna, the diversity of ecosystems, the beauty of landscapes, and the richness of culture are huge potentials for tourism development in various regions in Indonesia. The combination of natural and human resource potential can be devel-

oped, and utilized as much as possible for the welfare of the people, with a record of keeping an eye on conservation and environmental rehabilitation.

One of the areas in Indonesia that has great potential to be developed is Tawangmangu Sub-District, Karanganyar Regency, Central Java Indonesia. Tawangmangu Sub-District is one of the Sub-Districts in Karanganyar Regency located on the western slope of Mount Lawu. The relative location on the western slope of Mount Lawu makes Tawangmangu Sub-District has great potential in the development of tourism potential. The potential includes natural potential such as cool air temperature, beautiful natural scenery. As well as the potential of non-natural potential, in the form of several tourist attractions produced by tourism developers. The existing conditions make Tawangmangu Sub-District has the potential to be developed by developers, both by local, national, and global developers. Tourism development in the Tawangmangu sub-district occurred rapidly, data from the Department of Youth Tourism and Sports Karanganyar Regency (2019) and field observations by researchers showed that Tawangmangu Sub-District has more than 13 tourism attractions; 4 hotels with star hotel standards, more than 120 hotels with cottage standards, and more than 200 hotels with jasmine standards; and more than 50 restaurants. This condition is an opportunity for Tawangmangu Sub-District in developing its area, both in terms of natural/physical resources of the region, as well as human resources/communities.

The development of an area as a tourist destination can not be separated from the activities of tourists travel. Tourists do tourism activities intended to enjoy, feel the pleasure there are components offered by a tourist destination. According to Cooper (2000), four components must be owned by a tourist attraction, namely: (1) Attraction; (2) Accessibilities; (3) Amenities; and (4) Ancillary services. Then according to Medlik (1980) in Yulianto & Kumalaningrum (2020), four aspects must be considered in the offer of tourist destinations, namely: Attractiveness, Accessibility, Amenities, and Ancillary. Meanwhile, Holloway et al. (2009) argue that the prerequisite of tourist areas is the existence of component 3A, which consists of attraction, accessibility, and amenity.

The aforementioned components are internal components of tourism destination development. These aspects consist of: (1) Attraction: the attraction of a tourist attraction to attract tourists, tourism attraction can be an interesting natural scenery, charming regional culture, and performing arts; (2) Accessibilities: in the form of existing facilities and can be used by tourists can easily reach tourist attractions, accessibility includes road conditions, local transportation, and the existence of terminals; (3) Amenities, amenities are indeed one of the requirements of tourist destinations so that tourists can feel comfortable and stay longer in tourist sites, amenities such as the availability of accommodation, restaurants, and travel agents; (4) Ancillary, the existence of tourism institutions /tourism organizations needed for tourism services. Tourists will more often visit tourist destinations if in the area tourists can feel the security (protection of tourism).

Some studies with concept approach 3A (Holloway et al., 2009) as found in research (Luthfi & Fandeli, 2013), Adrasromo et al. (2015), Salmon et al. (2020) as well as with the concept approach 4A (Medlik, 1980; and Cooper, 2000), as found in the research Ma & Yang, (2003), Andrianto & Sugiana (2016), research generally only analyzed the tourism component in a tourism area location, explaining how the condition of existing components, no exception to the components of tourist attractions. Tourism objects/ tourist attractions are only discussed in general to determine the appropriate direction of development, not to discuss specifically the formation of existing attractions, cultural, architectural, and social influences of the community that influence the formation of landscape attractions. The researchers focused more on how postmodernism attractions form in the Tawangmangu sub-district and how development suggestions can be made to the development of existing objects. Therefore, the purpose of this study is to describe postmodern tourism attractions, in the form of potential and development strategies that can be applied in the tourist area of Tawangmangu Sub-District.

## Methodology

This research was conducted in Tourism Area, Tawangmangu District, Karanganyar Regency, Indonesia. This research uses a qualitative research method with a case study ap-

proach. By using case studies this study used the purposive sampling technique. Purposive sampling was chosen assuming that the selection of samples was adjusted to the needs of researchers. Where, researchers emphasize more on samples that can represent/decipher post-modern tourism attractions, as well as the potential and strategic development that can be applied. Data collection techniques using observations, interviews, and documentation. Data validity techniques using source triangulation. Source triangulation is used to transfer the correctness of data so that the data obtained is valid and can be used in research. Application of source triangulation by comparing observations with interview results, then comparing the results of interviews with documents related to the theme of research, so that by using triangulation this source will provide

In collecting data, researchers take data directly or observe the field directly. The data collected include postmodern tourism attractions in Tawangmangu Sub-District; in the form of attractions: (1) Sakura Hills, (2) The Lawu Park, (3) *Bukit Sekipan*, (4) New Balekambang, (5) Kampung Halloween, and (6) Rumah Atsiri Indonesia. This attraction was chosen because it is a 'popular', contemporary, and instagramable tourist attraction. When a traveler writes the keyword Tawangmangu Sub-District in the google search engine, these attractions will come out. Secondary data for this study is obtained from literature studies; including research reports, papers, books on the objects studied. In addition, another data collection technique is by interview method, the goal is to get more in-depth information and for validation of data obtained from other sources.

## Results and Discussions

### Results

#### *The Potential of Postmodern tourism Object in Tawangmangu Sub District*

Tawangmangu Sub-District is located on the Western Slope of Mount Lawu, which is high land with reliefs that are wavy following the contours of the mountain. This condition makes Tawangmangu Sub-District has a beautiful natural panorama with the phenomenon of fog in the morning and evening, fertile soil for agriculture, protected forests, winding roads stretching the body of Lawu, and cool temperatures and temperatures. Yanti (Ngeblak villagers) and Sri Purwanti (residents of Gondosuli Village), conveyed the uniqueness of the Tawangmangu Sub-District for the development of tourism areas due to the beauty of the location on the western slope of Mount Lawu. Incoming capital, constructing physical building/tourism materials. This existing construction, as revealed by Mullins (1995), is related to the physical attributes of 'the beauty of the place' and the climate of 'temperature' being an aspect of the attraction of the process of commodification of tourism

Tourist attractions are a physical form of the development of tourism destinations. Some postmodernism attractions in Tawangmangu Sub-District include Sakura Hills, The Lawu Park (Lawu Park 1 and 2), Halloween Village, Sekipan Hill, New Balekambang Park, Rumah Atsiri Indonesia. Sakura Hills and The Lawu Park are attractions associated with hotels/inns and restaurants. The tourism landscape design of Sakura Hills and The Lawu Park features attractions with a culture of postmodernism through a combination of hybrid, popular and traditional culture. The concept of tourism landscape mining was initiated by the thought of designers who accommodate outside cultures to be presented to tourists to get satisfaction. As said by Tari (Sakura Hills Manager) on Thursday, February 6, 2020:

So, He (Mr. Haryadi from Bekonang, Sukoharjo) initiated... for tourism development here (Sakura Hills, Gondosuli Village). And he also has the concept, the initial concept of Sakura Hills, a garden with a Japanese feel also from him, because he has experience living in Japan.  
.... So we want to make it feel like japan. So you don't have to go all the way to Japan, but Lawu can also be.

Sakura Hills gives tourists satisfaction by presenting selfie spots in the form of Japanese theme parks, such as buildings with Japanese architecture and cultural design (see Figure 1), kimono rentals of 'traditional Japanese clothing' (see Figure 2), miniature Fushimi Inari Shrine "Fushimi Inari-Taisha" (see Figure 3), Royal Gate 'Japanese model' (see Figure 4), Onsen " Hot Spring Baths ", Shodo "Japanese calligraphy", Ishihana "Rock Balancing in the garden of a traditional Japanese house" (see Figure 5) , Samurai Park (see Figure 6).

In other cultures besides Japan, the landscape design of existing tourism attractions also adopts the culture of Disneyland theme parks, presenting cultural games such as those in Disneyland, California, America. Disneyland's culture was adopted to be part of The Lawu Park landscape. As revealed by Parmin Sastro (The Lawu Park attraction manager):

Parmin Sastro (Thursday, 06 February 2020):

This we are building a miniature palace similar to the one in Disney, then that (showing the tool located on the tree) is a tool that can remove foam like snow (see Figure 7).

The Lawu Park's tourism landscape design features photo spots in the shape of Disney Castle (see Figure 8), Hobbit Houses (see Figure 9), winter with Olaf's character in the Disney movie Frozen (see Figure 10), and much more in development.



(Source: Author Documentation)

**Figure 1.** Buildings with Japanese Architecture and Cultural Design



(Source: Author Documentation)

**Figure 2.** Kimono Rental 'traditional Japanese clothing'



(Source: Author Documentation)

**Figure 3.** Miniature Fushimi Inari Shrine



(Source: Author Documentation)

**Figure 4.** Royal Gate 'Japanese model'



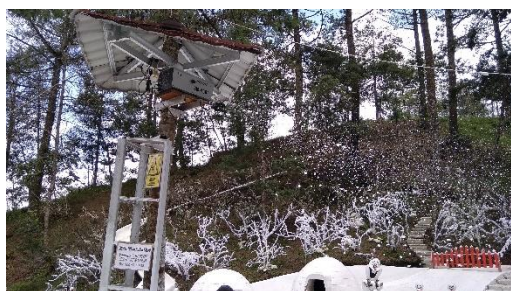
(Source: Author Documentation)

**Figure 5.** Ishihana 'Rock Balancing'



(Source: Author Documentation)

**Figure 6.** Samurai Park



(Source: Author Documentation)

**Figure 7.** Synthetic Snow-Producing Tools



(Source: Author Documentation)

**Figure 8.** Disney Palace Miniature Construction



(Source: [www.karanganyarkab.go.id](http://www.karanganyarkab.go.id) (Diskominfo Kab. Karanganyar))

**Figure 9.** Hobbit House



(Source: Author Documentation)

**Figure 10.** Photo Spot (winter with Olaf character in Disney movie Frozen)

Such as Sakura Hills with Japanese cultural concept and The Lawu Park with Disneyland, tourism concept with 'international' popular culture is also present in Sekipan Hill attractions, New Balekambang, Halloween Village, and Essential House. Sekipan Hill and Halloween Village is a complex of tourist attractions located in Kalisoro Village, Tawangmangu. This tourist attraction complex is a combination of tourist attractions, restaurants, and also hotels/inns. Bukit Sekipan and Kampung Halloween present a variety of rides in various areas, such as the children's playground area (there are ball baths, swivel comedy, roller coasters, etc.), water park, miniature world area containing the world's miniature icons (in the form of miniature Petronas Towers in Malaysia, Colosseum in Rome, Windmills in the Netherlands, Kaaba in Saudi Arabia, Taj Mahal in India, and others), Titanik Ship Photo Spot, Japanese Village (inn), 3D Village, Replica of The President of Indonesia, haunted house area and Snow Park. The design of this Sekipan Hill and Halloween Village adopts the theme park theme, one of which is western Christian culture 'Night of The Feast of All Saints'.

Rumah Atsiri Indonesia is a tourist attraction located in Plumbon Village, Tawangmangu. Rumah Esensial is a tourist attraction that has a restaurant in it. Rumah Atsiri uses the appeal of 1960s Bulgarian architectural buildings with flower gardens such as those in the Netherlands as its attraction. In addition, in Rumah Atsiri Indonesia there is also a museum, a garden collection of essential plants, and a workshop room.

Jencks (1992, 1987) as an American cultural theorist focused on postmodern architecture theory is chosen because he gives much knowledge in architecture, especially for postmodern style architecture. He (1992) revealed that postmodern style is a combination of two styles, modern interior style with other styles (double coding of style, architectural principles containing different marks, codes, and styles in building construction). The feature expressed by Jencks (1987) is an eclectic mix of traditional/modern, popular/high, western/eastern, and/or simple/complicated. The architectural characteristics of postmodernism prioritize hybrid style over pure, alloy composition rather than clean, distortive form rather than whole, ambiguous rather than singular, inconsistent rather than consistent, equivocal rather than mono vocal code. This synergy between diverse components is the face of postmodernism in tourism land-

scape design. The embodiment of urban postmodernism through the actualization of designs and structures that accommodate a variety of patterns, cultural segmentation, segmentation of social groups, complex mosaics, and other diversity. The postmodern styles was found on tourism attractions in Tawangmangu District including The Lawu Parks, Sakura Hills, and Rumah Atsiri Indonesia.

## Discussions

### Strategic Advice on The development of tourism attractions in Tawangmangu Sub-District

SWOT analysis is an analysis that identifies various systematic factors to formulate a strategy. This analysis is based on the logic that maximizes strengths and opportunities and minimizes weaknesses and threats. This method is used to know the problems, obstacles, and opportunities of attraction attractions in the Tawangmangu Sub-District. Looking at the development, the potential, and the results of interviews with the community and developers. The strength of postmodernism attractions includes: (1). The atmosphere and the pleasant natural panorama of the tourist attraction location; (3). The safety and comfort offered by the rural atmosphere on the slopes of Mount Lawu; (4). Availability of other supporting components in one area of the attraction, such as restaurants and inns. While the weaknesses include: (1). Aging in postmodern tourism attractions; (2). Competence of tourism object managers; (3). Promotion and marketing of attractions; and (4). Similar attractions are offered at several tourist destinations.

Analysis of factors that affect the development of tourism attractions from outside, the analysis of opportunities is: (1). Attractions of postmodernism become very famous, looking at the diversity of attractions offered; (2) Strong community acceptance to support tourism development; (3). Located in a strategic location, the borderline of Central Java and East Java; (4). Development of social media use; (5). Development of other tourism components outside the area of tourist attractions, such as hotels and restaurants; and (6) Government support in the development of tourism attractions. The existing threats include: (1). Massive development on protected forest sites triggers groups to agree and disagree on the development of tourism in the community, (2). Many locations are prone to disaster hazards, landslides; (3). Limited funding from the government.

Internal factors and external factors are then included in the SWOT Matrix as a material determination of planning strategies and suggestions for the development of tourist destinations that can be done.

**Table 1.** SWOT analysis to develop tourism in Tawangmangu Sub-District

IFAS	STRENGTHS (S)	WEAKNESSES (W)
	(1). The atmosphere and natural scenery at the location of the attraction; (3). The safety and comfort of the rural atmosphere on the Slopes of Mount Lawu; (4). Availability of other supporting components.	(1). Aging of postmodern tourism attractions; (2). Competence of tourism object managers; (3). Promotion and marketing of attractions; and (4). The similarity of attractions offered.
EFAS		
OPPORTUNITIES (O)	STRATEGIES (S-O)	STRATEGIES (W-O)
(1). Attractions of postmodernism are diverse and famous; (2) Strong public acceptance (3). Located in a strategic location; (4). Develop-	1. Maintain the position of the main attraction by developing new attractions that are <i>intagramable</i> . 2. Maintain the position of the	1. Taking care of tourist attractions to maintain existence in the real world as well as on social media. Looking for new popular cul-

ment of social media; (5). Development of other tourism components outside the tourist attraction area.

main attraction by implementing a promotional strategy that utilizes technological developments and is supported by good management.

ture innovations that can be developed by combining with existing natural beauty.

3. Maintaining the position of tourist attractions that become the main attraction by equipping facilities and involving the community in its development.

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#### TREATS (T)

(1). Some groups reject tourism development; (2). Disaster-prone locations; (3). Limited funding from the government

#### STRATEGIES (S-T)

1. Involve various elements, such as researchers, planners, and the community when developing tourism attractions, to minimize cons.
2. Equip the facility with a planned evacuation path with the possibilities that can occur.
3. Establish cooperation with various layer elements for the development of attractions and tourist destinations.

#### STRATEGIES (W-T)

1. Cooperating with relevant parties as well as the community. Such as: Establishing cooperation for education and training regularly, improving the skills and knowledge of workers in the field of tourism; providing convenience for others to research with the end can contribute to innovation; and the purpose of matching cooperation.
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## Conclusions

The conclusion of this study, postmodern tourism attractions in Tawangmangu Sub-District include: Sakura Hills, Lawu Park, Sekipan Hill, Balekambang Baru, Halloween Village, and Essential Houses with a combination of physical condition Tawangmangu Sub-District located on the West Slope of Mount Lawu (temperature, scenery, beautiful landscape) becomes a great potential for regional development and tourism in Tawangmangu Sub-District. The existence of postmodern tourism attractions becomes the main attraction for tourists so that the economic activities of the community continue to rotate, and can advance people's lives.

Development advice that can be applied through several development strategies is the optimization of strengths and opportunities, as well as minimizing weaknesses and threats. It's like optimizing an existing object and taking care of it with the principle of sustainability. For further research, researchers suggest conducting a thorough analysis of the form of postmodernism in component 4A of tourism. Then formulate the direction of development that can be done.

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