

Kampung Susu Lawu on the slopes of Mount Lawu as a tourist destination

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Abstract: This study aims to analyze the potential attractiveness of tourist destinations and the obstacles faced in developing the tourism potential of Kampung Susu Lawu on the slopes of Mount Lawu, Magetan Regency, East Java, Indonesia. It uses a qualitative descriptive research method. Data collection techniques were carried out by triangulation, with inductive data analysis using more than one data acquisition method. The results of the study show that the tourist destination of Kampung Susu Lawu (KSL or Lawu Milk Village), actually has a potential attraction that can be enjoyed by tourists which includes nature, culture, and man-made. Land management permits are expected to increase the welfare of tourism workers, open up job opportunities, provide a source of income for families, increase the variety of jobs, and increase knowledge in tourism business management.

Keywords: tourist village, milk, attraction, amenity, accessibility, ancillary.

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Introduction

Village has always been an interesting topic of discussion because it is an asset that never runs out. It survives with a cool and natural atmosphere. It is suitable for those who want to refresh their minds from the daily grind (Ambarwati, 2022). Rural development is now one of the central government's priority scales. This can be seen by the distribution of village funds provided. Village is slowly starting to realize its potential for growth. There are many things that can be developed by the village government through the Village Fund. One of them is the tourism sector. In this case, "Tourist Village (Desa Wisata)" is usually a rural area that has several special characteristics that are worthy of being a tourist destination. In the tourist village paradigm, people still have relatively original traditions and culture (Mahadewi et al., 2022; Dewi et al, 2023).

In addition, several supporting factors such as special food, agricultural systems and social systems also color the tourist village area. In addition to these factors, natural resources and the environment that are pristine and preserved are one of the important factors of a tourist village area. Tourist villages can improve the welfare of tourism workers with the existence of tourist villages including opening jobs, sources of family income, increasing employment, increasing knowledge in the field of tourism business management, places that can be developed into tourist destinations that are specifically needed to fulfill the four components tourism which is called 4A, namely attractions, accessibility, amenities, and ancillary (Adnyana et al, 2022).

The approach to developing a tourist village includes sustainable tourism, ecotourism-based tourism and community-based tourism. Community-based tourism is a form of tourism that prioritizes community ownership and active participation, provides education to local communities and visitors, promotes cultural and environmental protection, and provides economic benefits to communities. Sustainable tourism is almost synonymous with green tourism. According to Ahmad (2021), the green tourism concept includes tourism programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of the local community. Septiawati et al. (2023) states that green tourism brings up development in perfect harmony between the natural and socio-cultural environment represented by all

stakeholders of the tourism business. In fact, according to Pertama et al. (2022), green tourism is very suitable for tourist villages.

Magetan Regency Government (Pemkab) together with the Dompot Dhuafa Zakat Charity Institute inaugurated a new tourist destination Agro-tourism Kampung Susu Lawu (KSL or Lawu Milk Village) located in Singolangu Hamlet, Sarangan Village, Plaosan District, Magetan Regency, East Java. This tourist destination is expected to improve the economy of the local community. Kampung Susu Lawu Agrotourism (KSL) is an integrated nature tourism concept, equipped with a dairy farming center, mountain climbing tour packages, a dairy farming center, agricultural areas and other facilities. This location is approximately one kilometer from the tourist area of Sarangan Lake, Magetan.

Because it was only inaugurated in November 2020, Kampung Susu Lawu will continue to improve for a better condition. Therefore, at this time there are no official travel hours, to be used as a tourist destination that can be a choice of tourist and educational destinations, of course while maintaining health protocols during a pandemic. Currently, Pemkab is trying to complete the third phase of KSL construction. The projects carried out include a parking lot as well as the creation of an educational garden and a garden of plants. Currently there are 42 dairy farmers in KSL with a total of 300 cows.

Identification of potential tourist attractions can be seen from the 4A components (attractions, amenities, accessibility, ancillary), according to Cooper (1993) in Suwena (2010). Each destination that will become a MICE destination must meet the standards set by the authorized agency with the requirements for the Development of a MICE Destination which broadly include accessibility; attractions; facility; as well as human resource and stakeholder support (Permen Par No: 5 of 2017). Until this research was conducted, there had been no research discussing the potential of KSL, but this area has become a Real Work Lecture (Kuliah Kerja Nyata/KKN) – Institut Teknologi Sepuluh November Surabaya (ITS) which empowers the people of Kampung Susu Lawu (KSL) through integrated tour guide training. ITS invited three tourism experts, including the Head of the Tourism Management Division of the Magetan Regency Tourism and Culture Office (Eka Radityo), Chair of the Magetan Tourism Awareness Group Communication Forum (Widia Astuti), and Madiun tourism activist (Mitra Abdul Azis, S. Par), on September 2021.

Tourism development in Indonesia is based on Community Based Tourism, that is: from the community, by the community, and for the community. Tourism with a cultural perspective, which includes all the creations, tastes and work of the people, which is one of Indonesia's main assets and brings competitive advantage. Sustainable tourism is respecting and preserving the environment for future generations (Ardika, 2003). As published in <http://tourismbali.wordpress.com/2010/09/>, according to Medlik (Adnyana et al., 2022), there are four aspects (4A) that must be considered in tourism offerings. These aspects are as follows: (a) attractions, (b) accessibility, (c) amenities, and (d) ancillary.

The research was conducted in Singolangu Village, Magetan Regency, East Java from July to September 2020, and there has been no preliminary research because this tourist destination is still new. In fact, there have been several studies on Kampung Susu Lawu, such as Santoso et al. (2022), Sholichah & Oktoliya (2021), Harmunisa ety al. (2021), Ichwanny & Rustandi (2022), and Hukama (2022) but no one has examined its existence as the research under study.

Methodology

This study uses a qualitative descriptive research method. According to Sugiyono (2016), the method used to analyze data is to describe or describe the data that has been collected as it is without intending to make generally accepted conclusions or generalizations. Qualitative research method is a research method used to examine natural objects. Data collection techniques were carried out by triangulation (combining), data analysis was inductive in nature, and the results of qualitative research emphasized meaning rather than generalization (Sugiyono, 2016).

This research method aims to obtain actual information and then present it in the form of narratives, tabulations, pictures, and so on to be described according to the purpose of writing.

In process of collecting data is done by way of interviews. In depth to the source, namely to the stakeholders (5 informants representing the community, managers, and village government officials), observation and literature studies. Reduction is done to select, simplify, change data, sharpen, direct, move unnecessary, and organize. Presentation of data is done in the form of narrative text, matrices, and charts. Then draw conclusions that are verified during the research.

Interviews were conducted with five informants intensively with a predetermined period of time so that in-depth information was obtained. Five informants in this study conducted interviews and conducted three times a week. The interview technique used is structured interviews. Observation is a way of collecting data by recording information directly during research. The observation used in this research is non-participatory observation, which is only observing the activities carried out by the object, but not involved in the activity. In general, observation is used to observe directly in the field. The aim is to get a clear picture of the tourism potential of KSL. Documentation is to complete the use of observation and interview methods (Sugiyono, 2016), which is a record of events that have passed and can be in the form of writing, drawings, or monumental works. Data processing aims to transform raw data from interviews, observations, and documentation into better data so that it is relevant and provides direction for further studies. Based on the formulation of the problem, the research data processing technique is to describe in full what happened in the field in detail and then compare it with the existing theory. The stages in processing this data model are as follows: data exposure, presentation of data in the form of a description aims to explain all data that has been collected and reduced so that it is easy to understand and the language so that conclusions can be drawn.

Results and Discussion

Results

The Plaosan District area as well as supporting demographic data and facilities available in Kampung Susu Lawu can be seen at Figure 1 and Table 2.

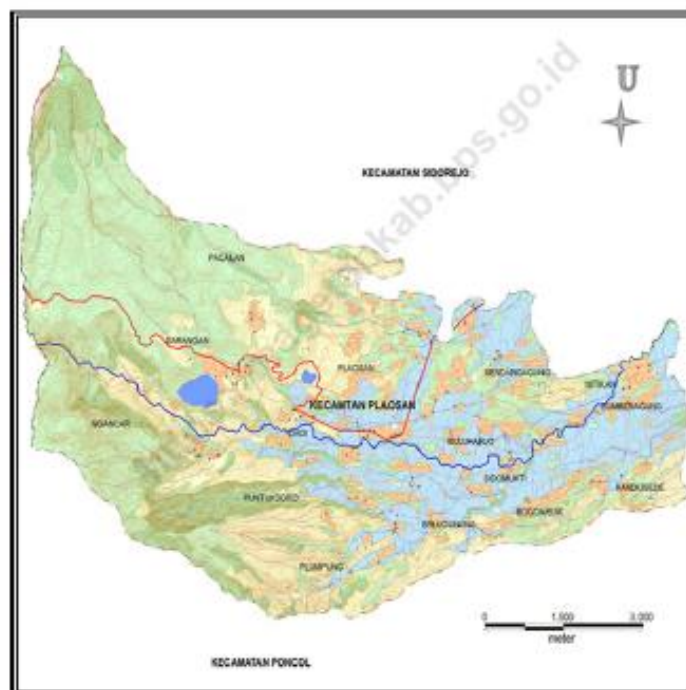


Figure 1. Plaosan District Map

Table 1. Number of Population by Age Group

Age Groups	Gender		Total
	Male	Female	
(1)	(2)	(3)	(4)
0-14	4.989	4.688	9.677
15-64	17.632	17.462	35.094
65+	2.817	3.147	5.964
	25.438	25.297	50.735

(https://magetankab.bps.go.id/, 2021)

Table 2. Characteristics of Population and Gender

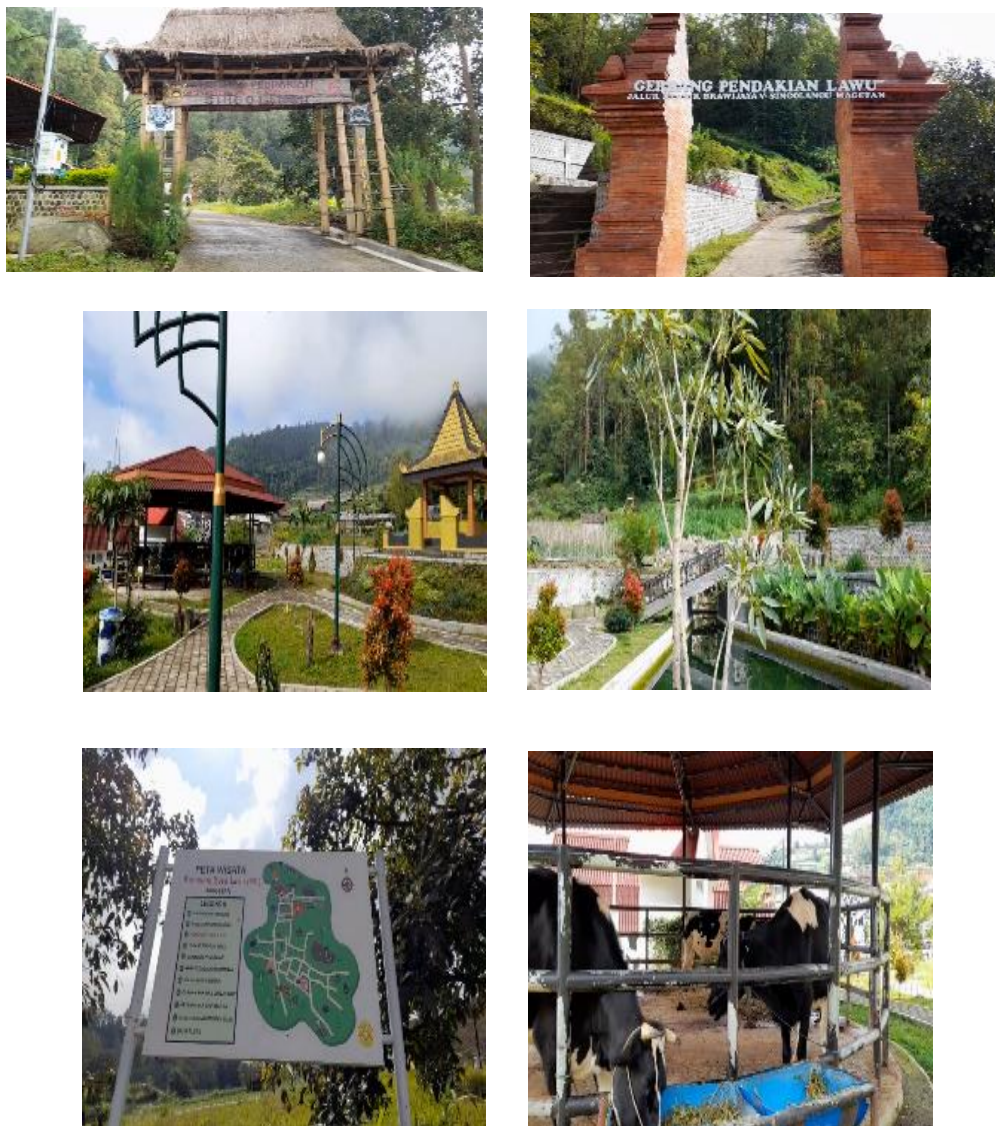
Village	Family	Population		Total
		Male	Female	
(1)	(2)	(3)	(4)	(5)
1 Ngancar	735	1.146	1.141	2.287
2 Plumpung	1.003	1.753	1.725	3.478
3 Puntukdoro	1.257	2.165	2.114	4.279
4 Bulugunung	1.569	2.439	2.397	4.836
5 Bogoarum	780	1.279	1.345	2.624
6 Randugede	726	1.119	1.118	2.237
7 Sumberagung	787	1.198	1.273	2.471
8 Nitikan	542	897	846	1.743
9 Sidomukti	955	1.575	1.555	3.130
10 Buluharjo	1.278	2.046	2.045	4.091
11 Plaosan	1.889	2.950	2.994	5.944
12 Dadi	1.661	2.499	2.472	4.971
13 Sarangan	1.205	1.744	1.844	3.588
14 Pacalan	1.578	2.542	2.463	5.005
15 Sendangagung	575	930	899	1.829
	16.540	26.282	26.231	52.513

(https://magetankab.bps.go.id/, 2021)

Table 3. Number of Residents of Sarangan Village – Education - Plaosan Kecamatan District

Not School yet	Not Finished Elementary School	Elementary School	Junior High school	Senior High school	Graduate Diploma	Graduate	Post Graduate
520	327	1238	625	719	45	110	4

(Source: BPS Magetan Regency 2021)



(Source: Setiyawan, 2023)
Figure 2. Tourist facilities and infrastructure in the village of Kampung Susu Lawu

From the results of interviews with 7 informants conducted in July - August 2022, it can be found that: "For now there is no certainty about opening and closing because there is still no management" and "there are no tour tickets yet". The problem is there is no manager for the tour yet". "Yes the village itself wants to build it soon but it is still constrained by costs, still waiting, but for the land, all the land beside it will be made to tour again "Then I don't know bro, but maybe they need refreshing to to nature and see the cows, after that it's still a village atmosphere, bro, so there are no tall buildings and there are also milk products that are sold at the same time. tourists who enter, so have their own opinion. After that, how many residents are raising cattle. That's if the residents raise chickens but they don't make much profit because of the transportation, now they are livestock and the results can be sent to the PKK or sold directly and that's more profitable, bro, because this tour can be a village/BUMDes development which can indeed become an icon and help the village".

From the results of observation and documentation it can be formulated that the facilities available are: parking area, prayer room, toilets, gazebo and seats (provided several gazebos and

comfortable seats so that visitors feel comfortable when gathering with friends or family), photo spots (providing several a choice of spots for visitors to take interesting and instagramable photos coupled with views of typical mountain trees and soothing farmland), handicrafts (providing a shop for souvenirs processed typical of Kampung Susu Lawu), floor plans and direction signs.

The obstacles faced in tourism development are in the management or development of Kampung Susu Lawu tourism, namely the difficulty of land permits granted by the local government to managers. The management has not dared to build new facilities at tourist attractions. The second is when the pandemic hit, tourism was very quiet, there were only one or two visitors who stopped by, causing the tourist attractions to not be managed properly and during construction it was not 100%. So Kampung Susu Lawu has not dared to promote it more broadly.

Discussions

Attractions

Kampung Susu Lawu actually has potential attractions that can be enjoyed by tourists which include nature, culture, and man-made. Kampung Susu Lawu is located on the slopes of Mount Lawu, to be precise in Singolangu Hamlet, Sarangan Village, Plaosan District, Magetan Regency, East Java. The people of Singolangu Village are mostly vegetable farmers and dairy farmers. Having beautiful and cool mountain nature, Kampung Susu Lawu is located approximately 1 km from the legendary lake, Telaga Sarangan. It has one of the hiking trails of Mount Lawu which had been vacuumed for years.

Amenities

Facilities and infrastructure in Kampung Susu Lawu are buildings built commercially such as hotels, homestays, resorts and others. However, in Kampung Susu Lawu there is no accommodation such as a hotel or restaurant, either from investors or local parties. Except for selling processed cow's milk.

Accessibility

Access to the tourist destination of Kampung Susu Lawu includes transportation, communication, telephone network, and internet network. Access is in the form of a road to Kampung Susu Lawu via a fairly large road, 30 Km from Madiun - East Java. Judging from the road infrastructure, road access is very good with 4-wheeled vehicles and buses. To access communication, the people of Kampung Susu Lawu, Dusun Singolangu use mobile phones.

Ancillary

Management agencies, tourist information, travel agents and stakeholders play a role in tourism. In Kampung Susu Lawu there is already a tourism management agency, even though tourism in this tourist destination has not yet developed optimally. However, it still requires good management from the stakeholders in Kampung Susu Lawu.

The obstacle of Kampung Susu Lawu as a tourist destination in developing tourist destinations from the 4A aspect is that Kampung Susu Lawu has not optimally developed these four aspects. The first is seen from its attractiveness even though Kampung Susu Lawu has potential for attraction; natural, cultural and man-made tourism. Furthermore, in terms of good accessibility, there are road access problems to Kampung Susu Lawu for four-wheeled vehicles, except for adequate parking space for 4-wheeled vehicles. As for amenities, there are no accommodations such as hotels, homestays, cottages, or restaurants standing in this village. There are only residential areas in Kampung Susu Lawu and Hamlet Singolangu. Aspects of ancillary services such as tourist information centers (TIC), tour guide services, or other tourism agencies do not yet exist. This means that the 4A aspect has not been implemented properly and tourism management itself has not run optimally.

Conclusion

Kampung Susu Lawu as a tourist destination is currently categorized as potential with the following characteristics: 1) has natural and cultural attractions, 2) has good road infrastructure, 3) has facilities and infrastructure to support tourism, and 4) has no facilities namely separate accommodation for tourists. The development of tourism facilities and infrastructure is still limited. Tourists who visit are still small. Public awareness of tourism potential has not yet developed. The community should understand the tourism potential, including its development. The community should manage the tourism business effectively independently, and is able to carry out promotion and marketing independently and develop a network of cooperation with outsiders. All of this can be done if all interested parties by involving investors who can work together to carry out a movement to synergize tourism potential, with package tours: Telaga Sarangan, Mojosemi Park, and Green Lawu Forest, and are able to realize a combination of exotic camping packages, agro tourism and educational tourism as well as digital tourism.

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