



SILOWO ECOTOURISM: DEVELOPMENT STRATEGY TO ENHANCING COMMUNITY WELFARE IN MANDIREJO VILLAGE, MERAKURAK DISTRICT, TUBAN

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Journal Website: <http://ejurnal.unima.ac.id/index.php/geographia>

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DOI: 10.53682/gjppg.v6i1.10444

(Accepted: 09-11-2024; Revised: 03-01-2025; Approved: 01-06-2025)

ABSTRACT

Mandirejo Village, located in Tuban Regency, is one of the areas that has natural resources that have great potential in the tourism sector, one of which is located in Silowo Village. The purpose of this study was to describe how the development strategy of Silowo Village became a tourist attraction in Mandirejo Village, the sustainability strategy of tourism development, and efforts to improve welfare for the community around the Silowo tourist attraction in Mandirejo Village. This research uses a qualitative approach with a descriptive type. Data collection in this study was carried out using observation, interview, and documentation techniques. The results of this study found that the development strategy of the Silowo Ecotourism is done in stages, and the implementation of sustainability strategies in Silowo village has switched to digital marketing, namely by intensifying promotion through social media and uploading the latest developments in Silowo tourism and the impact obtained from tourism development, including the creation of jobs, an increase in income, and building community independence.

Keywords: Development strategy, Silowo ecotourism, Sustainability strategy.

INTRODUCTION

East Java is one of the regions in Indonesia with significant tourism potential that attracts many tourists, both domestic and international. Tuban Regency, located in the northern part of Java Island, lies in the western part of East Java and has enormous tourism potential. The first potential for Tuban is its location, which is situated on the border between Central Java and East Java, 140 km from the center of Semarang and 220 km from the center of Surabaya. That strategic location gives Tuban the potential to attract domestic tourists from both Central Java

and East Java. The development of the tourism sector will create labor-intensive jobs, stimulate all lines of the economy, and be simple to develop due to the abundance of potential tourist attractions in Tuban.

Tourism development is a process that involves various efforts to make different tourism resources function better. In this effort, several factors must be considered, such as tourist destinations and their attractions, as well as socio-cultural and economic elements. The success of a tourism area depends on effective development strategies and adequate carrying

capacity ([Putra, 2014](#); [Wijayanto et al., 2013](#)). The development of the tourism industry is one way to encourage a place to become a tourist destination with the aim of improving the welfare of the community ([Pitana & Diarta, 2009](#)). The Community-Based Tourism (CBT) theory emphasizes that local communities must have a role in the planning, management, and supervision of nature tourism activities ([Okazaki, 2008](#)). This is to ensure direct economic benefits for the local community. Additionally, based on the local tourism-based economic theory, through the creation of new jobs, the development of small businesses, and the increase in community income, tourism can help local economic growth ([Ashley et al., 2001](#)).

To develop the tourism industry, effective planning strategies are needed. The development techniques must integrate various elements that contribute to the success of tourism. These aspects include accessibility (through transportation and marketing channels), characteristics of tourism infrastructure, levels of social interaction, interconnection and compatibility with other industries, resilience to tourism impacts, and the level of resistance of the local community. Welfare has become one of the nation's aspirations as stated in the preamble of the 1945 Constitution and also regulated in Chapter XIV on the national economy and social welfare. The Central Statistics Agency (BPS) of Tuban Regency released data on August 1, 2024, showing that the number of poor residents in March 2024 reached 177.25 thousand people. In addition, based on data released by the Tuban Regency BPS, the open unemployment rate (TPT) reached 4.40 percent in August 2023. This data indicates that the desired level of welfare has not yet been fully achieved. Therefore, the role of the government is crucial in addressing this issue. The government has made various efforts to improve welfare, one of which is in the tourism sector.

Tourism is not only developing in urban areas but also in rural areas. This is done to ensure equitable development throughout Indonesia to improve the welfare and living standards of the community. Rural tourism currently involves the community and the entire village. In addition, the rural tourism sector must continue to focus on the development of

sustainable village tourism. In terms of the development and growth of an area, the government plays a significant role in the fields of economy, infrastructure, social, and environment ([Kurniati et al., 2023](#)).

This study is important to conduct because it has urgency from an economic perspective in terms of improving the local community's economy ([Irtifah & Ghufon, 2019](#); [Sihana et al., 2022](#)) and ([Pamungkas et al., 2022](#)). Silowo ecotourism can become a sector capable of boosting the local economy if effective marketing strategies are used, which can increase the number of visitors and create job opportunities for the local community. The development of nature tourism can also encourage the growth of other industries, such as transportation, hospitality, and culinary sectors, to thrive ([Asri & Sabardilah, 2024](#)). Furthermore, Silowoto Ecotourism has not fully exploited its natural potential, a situation that could compromise its sustainable use. This study will help in developing environmentally friendly tourism based on the principles of sustainability.

Mandirejo village, located in Merakurak District of Tuban Regency, is one of the areas implementing the development of ecotourism. Mandirejo village has potential in the tourism sector due to the presence of sago forests and rivers that are still in harmony with nature, namely "WISATA SILOWO". Before the idea of developing it into a tourist attraction emerged, Silowo was only utilized by the local residents for bathing, washing, and consumption as drinking water after boiling. In the end, the community and the Mandirejo village government made plans to develop Silowo as a tourist attraction. This is one way to improve the environment and make it better for everyone. Destination development must have ten charms, which are things that need to be created to attract tourists' interest and make them satisfied ([Suryani, 2017](#)).

The government and the community of Mandirejo village can use the results of this research as a reference to develop Silowo Ecotourism as a tourist attraction that can improve the welfare of the surrounding community. The study by ([Andriani & Andayani, 2024](#)), "Analysis of the potential of Sendang Silowo in Mandirejo Village, Merakurak District, Tuban Regency as Aquatic Ecotourism," is different from this one. That

study talks about the SWOT analysis of Silowo tourism.

This study focuses on the strategies and implementation of the development of the Silowo ecotourism, as well as how this development can improve the welfare of the Mandirejo village community. The development of ecotourism can create job opportunities (Londong et al., 2021) and increase the economic income of the village community (Fazriyas et al., 2024; Sihana et al., 2022) state that ecotourism positively contributes to the increase in income and welfare of the community (Karmeli, 2020; Sari et al., 2024) also state that the development of tourist attractions has a positive impact on the increase in income and welfare of the local community.

RESEARCH METHODS

The research method used in this study is a qualitative method with a descriptive approach, so this study does not use populations and samples, but rather informants (Lexy, 2019). This approach is used to deeply explore the strategies in the development of Silowo nature tourism and its impact on the welfare of the local community.

In this research, we delve into various information regarding Silowo tourism from various related parties, the initial emergence of the idea to form Silowo ecotourism, and the strategies for tourism development that have been implemented. Additionally, this research aims to gather information about the funding sources utilized in the development of Silowo tourism, as well as the sustainability strategies

employed in the face of competition. This research also discusses the impact of the development of Silowo tourism on the welfare of the local community.

The location of this research is the Silowo tourist area, situated in Mandirejo Village, Merakurak District, Tuban Regency, East Java; the research will take place in October 2024. This research collected information through (1) observation, (2) interviews, and (3) documentation (Creswell et al., 2014; Yin, 2009). The subjects in the study are the local community living around the Silowo tourist area and the tourism managers, commonly referred to as key informants, as well as tourists or visitors who directly interact with the area.

The key informant in this research consists of the chairman of the “Paguyuban PokDarWis” (Tourism Awareness Group). The interview conducted with the chairman of the Paguyuban PokDarWis provided information about the development strategies that have been implemented, the challenges faced, and the impact on community welfare. Observation was conducted by examining tourist activities, available facilities, and interactions between tourists and the local community. The aim was to see how development strategies are implemented and how they impact the welfare of the community. Lastly, there is documentation in the form of photo and video archives owned by the Silowo Tourism Association related to the development of the Silowo natural tourist attraction to complement the information obtained from interviews and observation.

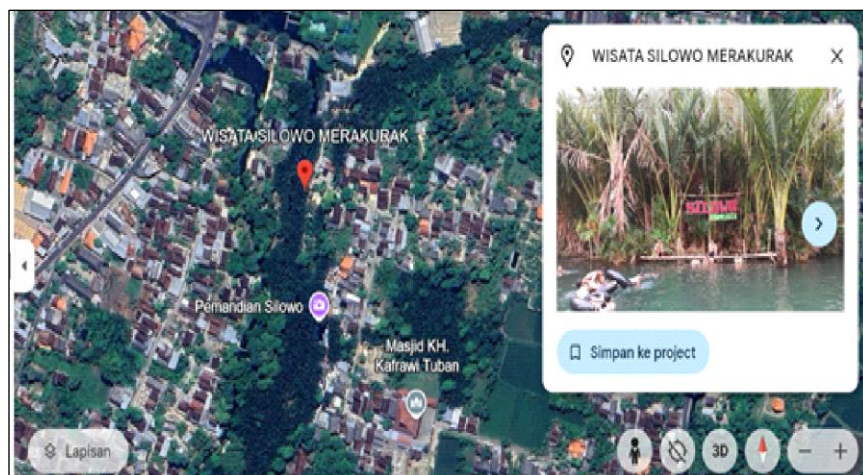


Figure 1. Research Location Map, 2023

RESEARCH RESULTS

PokDarWis Paguyuban plays a role as the manager of the Silowo ecotourism with the help of the village government and other stakeholders and has planned a strategy to optimize the management of Silowo, which is considered to have the potential to be developed into a tourist attraction. The strategy includes a phased development plan based on needs and several considerations. Geographical and social aspects are the two components considered when formulating the development strategy for Silowo ecotourism. As stated by the informant, the development of tourism in Silowo must consider two important aspects. Firstly, the

geographical aspect pertains to the landscape's condition and the preservation of the ecosystem. Therefore, tourism development must be carried out by maintaining ecosystem balance and preserving the surrounding environment. Second, the social aspect includes community participation in social and cultural activities. Tourism development must be carried out sustainably so as not to disrupt the daily activities of the community and to ensure the continuity of local socio-cultural life. The geographical aspect is related to the condition of the landscape owned by Silowo and considers the sustainability of the ecosystem.



Figure 2. Silowo Ecotourism

Therefore, tourism development must preserve the existing ecosystem and protect the surrounding environment. The second aspect is social, which includes community participation in social activities. It is hoped that this development will not disrupt daily activities.

Silowo Ecotourism, before being developed into a tourist destination, was an ordinary river utilized by the local community for bathing, washing clothes, and even as a source of drinking water through boiling by various layers of society because Silowo spring is known for its clarity and originates from a direct flowing spring source. The activities of cleaning the river flow and improving access routes to Silowo marked the beginning of ideas to

develop Silowo into a tourist attraction. Supported by the awareness of some community members, it became a driving force for the implementation of the development.

The first strategy is to increase the productivity of the surrounding land, which was previously unproductive or abandoned, to build infrastructure that supports Silowo tourism. To meet the needs of visitors, this infrastructure development includes the construction of access roads. In carrying out infrastructure development, land permits and the process of convincing residents who oppose the development of Silowo have become the main challenges.



Figure 3. Small and Medium Enterprises Facilities

The source of funding used for the construction was initially obtained directly from community funds. During Covid, tourism was completely shut down, causing the economy and income to decline. After that, there was an initiative to rise up and try to reorganize the tourism that was closed during Covid. The government provided funding for the construction of roads, gates, and piers. In addition, they also established partnerships with PT. Semen Gresik, Bank Jatim, and Astra Motor and received development funds from the Tuban Regency Government. Currently, funding for tourism development does not rely on a single entity. Silowo tourism's sustainability strategy is currently facing competition in the global tourism market. The strategy called digital marketing involves intensifying promotions using social media by uploading the latest developments and destinations in Silowo to attract tourists. There will also be a development plan to open or build a new boat route.

The development of Silowo has brought benefits to the surrounding community, creating job opportunities such as parking attendants, vendors, cleaners, ticket booth attendants, and others. This is in line with (Londong et al., 2021) and (Sihana et al., 2022). In addition, with the construction of infrastructure that supports the economy, such as kiosks, local communities and SMEs have the opportunity to sell local goods created by the creativity of the local population.

DISCUSSIONS

Strategy for Developing Silowo Ecotourism

Strategy is the activity of determining the long-term goals and objectives of an organization, establishing activity plans, and

allocating the resources needed to achieve the set goals. Strategy can also be defined as the science and art of using the capabilities of the available resources and environment effectively and efficiently (Timpal, 2021). Therefore, the strategy must be designed as well as possible to achieve optimal results. One of the strategies used involves engaging the community as the main subject of gradual development, which significantly influences the ongoing transformation of Silowo into a tourist destination. As the initiators and managers of tourism, Paguyuban PokDarWis pays significant attention to community participation, starting from their desire to develop and participate in the process. This is in line with the approach mentioned in the previous section, namely the Community-Based Tourism (CBT) Theory, which emphasizes that the local community must have a role in the planning, management, and supervision of nature tourism activities (Okazaki, 2008). Because Silowo Tourism is public property and is often used by the surrounding community, their voices will always be prioritized during the development process, and the principle of mutual cooperation will be emphasized. The next strategy is to strive for increased land productivity as a tourist facility provided to serve the activities of visitors to the tourist destination so that they can have a quality experience.

According to the Great Dictionary of the Indonesian Language (KBBI), "development" can be defined as the process, method, or act of developing. Therefore, the concept of development refers to efforts to improve the quality of something that already exists. Development can be defined as a strategic effort to advance, improve, and enhance the

attractiveness of a tourist attraction so that it can grow in accordance with its vision and mission and provide a positive impact on the surrounding community. Tourism development is inseparable from the vision of Indonesia's national cultural development. In other words, it serves as the foundation for tourism development policies. National development, enhancing civilization, and unity are the vision of the Indonesian Ministry of Culture and Education ([Syahbudin et al., 2021](#)).

In the development of the Silowo ecotourism, the management has collaborated with Semen Indonesia, Astra Honda, and Bank Jatim for the funding needed to sustain the development process. The village government and the Tuban Regency Government have also provided funding support.

Tourism Sustainability Strategy

The development of environmentally-based tourism aims to ensure that it is conducted sustainably and provides benefits to all stakeholders involved ([Hindayani et al., 2021](#); [Insani et al., 2019](#); [Majid et al., 2022](#)). Digital marketing serves as the sustainability strategy in Silowo tourism. Digital marketing is a promotional activity that, in its implementation,

uses internet platforms to reach targets ([Arofah & Achsa, 2022](#)). Digital promotion that utilizes the internet as its driving force has the advantage of expanding reach and is not limited by geography or time zones. Digital marketing for the Silowo tourist attraction involves a strategic approach by utilizing various online platforms to attract visitors, strengthen the destination's image, and enhance the tourist experience. The Silowo tourism managers have implemented a digital marketing strategy by creating creative content, promoting tourism through unique narratives about the attractions and special features of the Silowo location, and uploading the latest developments at the Silowo tourist site using social media platforms like Instagram and Facebook. However, the tourism managers have not uploaded any content on the Tik-Tok social media platform. Based on research by ([Widiawanti & Anom, 2023](#)); ([Havianto & Artiningrum, 2022](#)), and ([Pambudi Jr., 2023](#)), the use of various social media platforms, including Tik-Tok, has significantly contributed to the growth of tourist destinations in Indonesia. The promotional model utilizing social media will be highly relevant to apply due to the lifestyle of the community that is intertwined with the internet ([Aini et al., 2023](#)).



Figure 4. Instagram account of Silowo Ecotorism

The next strategy that the management will undertake is the construction of new infrastructure. Infrastructure development is a planned effort to enhance and transform infrastructure or anything that serves as a primary driver of the development process

([Sunandar et al., 2023](#)). The Tourist Mobility Theory by ([Sheller & Urry, 2006](#)) also emphasizes the importance of transportation infrastructure in supporting the tourism experience and expanding the reach of tourists. In the tourism development plan for Silowo, as

the manager, there are programs aimed at improving tourist accessibility, developing new destinations, and upgrading facilities in Silowo tourism.

Efforts to Improve Local Community Welfare

The community is the part that directly feels the impact of tourism development ([Mukhsin, 2014](#)). Therefore, every process of developing the Silowo ecotourism object must pay attention to and prioritize the welfare of the community. Welfare is a state where someone can meet their basic needs, and welfare is something subjective; the measure of welfare for each individual differs from one another and is closely related to basic needs.

Overall, the impact of the development of Silowo ecotourism on the community consists of two aspects as expressed by key informants who stated that first, the opening of job opportunities from the construction of tourism and economic supporting infrastructure aligns with the local tourism-based economic theory. Through the creation of new jobs, the development of small businesses, and the increase in community income, tourism can help local economic growth ([Ashley et al., 2001](#)).

The presence of economic support infrastructure, such as kiosks, offers opportunities for the community to market their products. [Ahmad Fauzi et al., \(2023\)](#) states that by implementing tourism development strategies, it can become a tourist destination that is not only attractive to visitors but also helps local small and medium enterprises (SMEs) thrive by improving the quality of their products, sales, and visibility. Creative recommendations such as collaborating with the tourism sector, developing local products, holding special exhibitions for small and medium enterprises (SMEs) in the tourist area, and continuous incentive and education programs so that tourists can get to know the distinctive local products from the village of Mandirejo made by the community. Products in the form of food made from raw materials available in the surrounding area, such as sago porridge, sago meatballs, sago dawet, sago crackers, and gayam chips. From the sale of these products, additional income is generated for the community. In fact, based on the information obtained, the Gayam Chips product

has been recognized by people outside the community, so it is not uncommon to receive orders from outside the region.

Next is the increase in community income, which is known from the profit-sharing system. This profit-sharing has provided income for the landowners and the volunteers involved in managing this tourism. The profit-sharing has been arranged as fairly as possible and has been agreed upon. In addition, the increase in income is also felt by kiosk traders, especially when there are many visitors or when events are held at Silowo ecotourism. The development activities of Silowo ecotourism can be said to have advanced the welfare of the local community. This can be seen from the benefits provided to the community by the presence of the Silowo ecotourism.

CONCLUSION

The impact of the development of the Silowo tourist attraction on community welfare includes economic and social dimensions. Economic dimension: The impacts felt from the development of the Silowo tourist attraction include increased income, job opportunities, and improved living standards for the community. The social dimension includes increased social interaction, cultural awareness, and community participation. This research contains a development scheme to optimize the management of tourist areas, specifically implemented in Mandirejo village, which brings changes to the physical conditions and infrastructure. This research also contributes to the enhancement of community welfare. The improvement in community welfare from these activities includes the creation of job opportunities and an increase in community income. This research also contributes to the development of sustainable tourism that drives local economic growth. This strategy can be effectively used to enhance tourism attractions and improve MSME products.

RECOMMENDATIONS

Managers need to be more innovative in developing destinations, facilities, and infrastructure to support the sustainability of tourism in order to provide memorable experiences after visiting, such as enhancing elements of uniqueness, beauty, and diversity while maintaining the authenticity of tourist attractions. The management can collaborate

with vloggers and travelers to expand their market reach. In addition, the tourism managers should also maximize the existing TikTok social media account to upload intriguing content about Silowo tourism, thereby increasing the number of visitors.

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