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The Profile of Tourist Attractions in Kembang Kuning Tourism Village, East Lombok

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ABSTRACT

The tourism village is a primary focus in the development of the tourism sector in the West Nusa Tenggara (NTB) Province. One of the villages designated as a Tourism Village is Kembang Kuning Village. Kembang Kuning Village has the potential for natural beauty and unique local wisdom. This makes Kembang Kuning Tourism Village one of the most popular Tourism Villages in NTB. However, on the other hand, when viewed from the 4A tourism destination components, some shortcomings are still found. As a guide for developing a tourism village, it is essential to understand its potential and profile first so that, as managers, we are aware of the strengths and distinctive characteristics of the tourism village as a basis that sets it apart from other tourism villages. This makes this research important to be conducted. The general objective of this research is to determine the profile of tourist attractions in Kembang Kuning Tourism Village, East Lombok. Data collection techniques used include observation, interviews, documentation studies, and literature reviews. The data analysis technique used is qualitative descriptive analysis. Based on the explanation of the profile, Kembang Kuning Tourism Village already has the 4A tourism destination components. Supervised by the proactive POKDARWIS Lingkoq Cave and working in partnership with BUMDes, Kembang Kuning Tourism Village is ready for continued development. The combination of cultural diversity, scenic beauty, and effective management positions the village as a potential destination with significant opportunities for future growth in the tourism sector.

Keywords: Kembang Kuning, The Profile of Tourist Attraction, Tourism Village, Tourism Attraction

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INTRODUCTION

A tourism village is the development of a rural area that fundamentally does not change what already exists but rather tends towards the development of existing village potentials by utilizing the capabilities of elements within the village that function as attributes of tourism products. This is done on a small scale, creating a series of tourism activities or events capable of providing and fulfilling a range of travel needs, both in terms of attractions and supporting facilities (Muljadi, 2012).

The development of rural tourism is driven by three factors. Firstly, rural areas possess a natural and cultural potential that is relatively more authentic than urban areas; rural communities still maintain traditions, cultural rituals, and a harmonious topography. Secondly, rural areas have a physical environment that is relatively untouched or less polluted by various types of pollution compared to urban areas. Thirdly, to some extent, rural areas experience relatively slower economic development. Therefore, the optimal utilization of the economic, social, and cultural potentials of the local community is a rational reason for the development of rural tourism. According to the tourism village guidebook published by the Ministry of Tourism of the Republic of Indonesia, a tourism village is an administrative village area that has the potential and unique tourist attractions, offering experiences of the uniqueness of rural life and traditions with all their potential (Kemenpar RI, 2019).

Indonesia is the largest archipelagic country with 34 provinces, each having different potentials and uniqueness. One of the provinces with many potential tourist attractions is West Nusa Tenggara Province, where tourism villages are a primary focus in the tourism sector development. The West Nusa Tenggara Provincial Government, through Governor's Decree No. 050.13-366 in 2019, has designated 99 tourism villages spread across 10 regencies and cities in the province.

According to the official website of the West Nusa Tenggara Provincial Government, the development of these 99 tourism villages is targeted to be the focus of tourism development for the next five years. In 2019, the first year of establishing the 99 tourism villages, the government started with 20 tourism villages (Pemprov, 2019).

The unique and distinctive attractions are found in Kembang Kuning Tourism Village, one of the tourism villages in West Nusa Tenggara. Kembang Kuning Tourism Village has the potential for natural beauty, including the panorama of rice

fields and waterfalls. The uniqueness of Kembang Kuning Tourism Village is complemented by cultural attractions such as Kelentang Nunggal, Rebana, and Bamboo Music (Tongkek). Additionally, the villagers' activities, such as making coffee and coconut oil, add value for tourists visiting Kembang Kuning Tourism Village. These activities also involve tourists, providing them with a new experience not found in their home region. Kembang Kuning Tourism Village also offers various attractive tour packages, aiming to attract tourist visits.

Apart from its natural potential and local wisdom, Kembang Kuning Tourism Village has a positive reputation among international tourists. This is evident from reviews on TripAdvisor, where Kembang Kuning Tourism Village receives an excellent rating of 60% and a very good rating of 40% from tourist reviews. One TripAdvisor review mentions that visiting Kembang Kuning Tourism Village is one of the best experiences during the visitor's stay in Indonesia.

Kembang Kuning Tourism Village is managed by Dinas Pariwisata Lombok Timur, Badan Usaha Milik Desa dan Pokdarwis. With competent management and stakeholders, coupled with its recognition as the best national tourism village in the developing village category in November 2019, surpassing 160 other tourism villages in Indonesia, as assessed by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration. This research will provide a clear description of the tourism components in Kembang Kuning Tourism Village, including Attractions, Amenities, Accessibility, and Ancillary.

RESEARCH METHOD

The method used in this research is qualitative descriptive research through observation, data collection, and data processing. This study employs qualitative descriptive research methods. According to Sugiono, qualitative research is a method used to study natural conditions, where the researcher is the key instrument, data collection techniques involve triangulation, data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning over generalization (Sugiyono, 2012). In conclusion, qualitative descriptive research is a series of activities to obtain raw data that emphasizes the meaning of the results. This research selected the location in Kembang Kuning Tourism Village in East Lombok. The study was

conducted for one month. The researcher conducted two pre-research sessions before data collection. Data was collected through in-depth interviews because in-depth interviews are suitable for obtaining detailed information from informants. In this study, the researcher also acted as the main instrument and figure influencing the formulation of results.

RESULT AND DISCUSSION

Based on the observations and interviews conducted by the researcher, data was obtained regarding the current profile of Kembang Kuning Tourism Village. Kembang Kuning Tourism Village is located in Sikur District, East Lombok Regency, West Nusa Tenggara Province. The village has been visited by international tourists since 1970. Tourists who visit Kembang Kuning Tourism Village are predominantly international tourists. This is because the tourist attractions in Kembang Kuning Tourism Village emphasize local wisdom, experiences of interacting with local culture, and the daily activities of the villagers. Kembang Kuning Tourism Village offers a lush forest atmosphere with the charm of beauty and unique natural scenery. In addition to enjoying the view of the lush forest, tourists can also see another side of Kembang Kuning Tourism Village, including rice terraces and waterfalls. These waterfalls are not limited to just one but consist of several beautiful waterfalls.

1. Attractions

As a Tourism Village, Kembang Kuning Village is situated at the foothills of Mount Rinjani with an annual rainfall of 3,000 mm and an elevation of 600/800 meters above sea level. The elevated position of Kembang Kuning Tourism Village makes it a fertile area, offering beautiful natural scenery and refreshing air that can be a draw for tourists.

Kembang Kuning Village not only presents the beautiful panorama of rice fields beneath the hills of Mount Rinjani but also offers a variety of daily activities carried out by the local community. This includes traditional coffee-making processes or 'coffee process' and the production of coconut oil, known as 'oil process.' Tourists are also treated to a variety of attractions, particularly waterfalls located in and around

Kembang Kuning Tourism Village. Tourists are given the opportunity to enjoy the traditional coffee-making process, guided by local women. Visitors are guided to practice the entire coffee-making process, from selecting coffee beans, washing, roasting, grinding, to packaging. This coffee-making tourism is not only unique but also brings economic benefits, as tourists who come not only purchase coffee but also buy the experience in the form of a tourism package, involving the entire process.

Natural Attractions: This includes site attractions and event attractions. The Natural Attractions found in Kembang Kuning Tourism Village include:

1. Waterfalls, there are 3 waterfalls that serve as attractions for tourists visiting Kembang Kuning Tourism Village, namely:
   1.1 Sarang Walet Waterfall, Burung Walet Waterfall, or commonly referred to by the local community as Sarang Walet Waterfall. It is one of the hidden waterfalls in Kembang Kuning Tourism Village, located at the border corner of Kembang Kuning Village, sourced from mountain springs. Visitors to this waterfall will traverse a clear river stream amidst rocky cliffs with a distance of approximately 100 meters. Along the journey to the waterfall, tourists will be treated to falling water droplets from the cliffs.

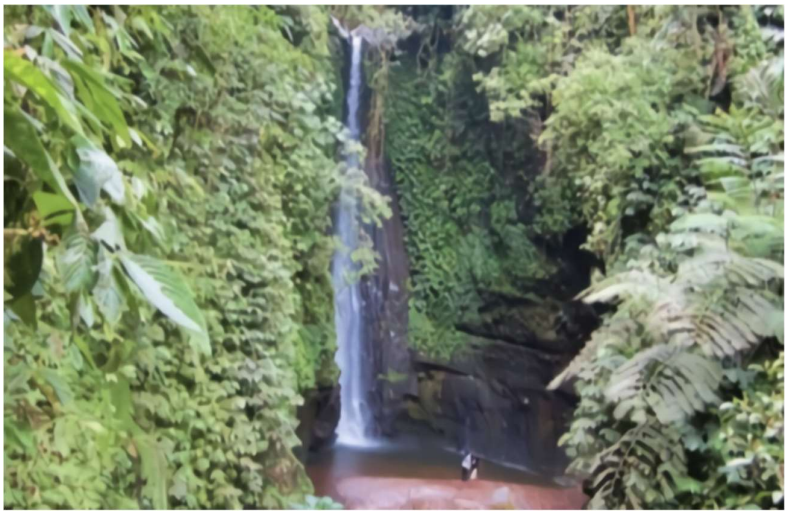
Sarang Walet Waterfall



Source: Documentation

   1.2 Jeruk Manis Waterfall: Jeruk Manis Waterfall is the most visited waterfall by both international and local tourists. This waterfall is located within the Mount Rinjani National Park (TNGR). To reach this 30-meter-high waterfall, visitors need to walk into the protected forest area, starting with climbing about 180 steps, followed by a well-arranged footpath made of stones. The distance to this waterfall is approximately 1.5 km or about a 30-minute walk.

Jeruk Manis Waterfall



Source: Documentation

1.3 Kokok Durian Indah Waterfall: Kokok Durian Indah Waterfall is situated to the north of Sarang Walet Waterfall. Due to its proximity, tourists who have visited Sarang Walet Waterfall usually continue their journey to Kokok Durian Indah Waterfall. To reach this waterfall, visitors need to walk through rice terraces, covering a distance of approximately 15 minutes. As of the time of this research, the entrance fee to this waterfall is still free, available for both international and local tourists.

Kokok Durian Indah Waterfall



Source: Documentation

2. Cultural Attractions: Cultural Attractions are based on human activities. The Cultural Attractions found in Kembang Kuning Tourism Village include:

2.1 Kulentang Nunggal: In addition to the natural beauty of rice fields and waterfalls, the uniqueness of Kembang Kuning Tourism Village is complemented by artistic attractions, one of which is Kulentang Nunggal. Kulentang Nunggal is a traditional musical art form of the Sasak Tribe. It involves playing a single kulentang, producing only one note. Similar to the Tongkek traditional music of the Sasak Tribe, Kulentang Nunggal requires good coordination and harmony among the musicians to create a cohesive musical performance. Currently, this traditional music art is quite rare, and one of the places preserving it is the villages of Tetebatu and Kembang Kuning.

Kulentang Nunggal



Source: Official Website Kembang Kuning

2.2 Tongkek: Tongkek is an art form with musical instruments made from bamboo. Like Kulentang Nunggal, this traditional art of the Sasak Tribe is played by several people and requires coordination and harmony to perform. This art form attracts many international tourists because the tones produced are unique to the ears of those who listen. While Tongkek can be found in various villages in East Lombok Regency, it is the Tourism Villages of Tetebatu and Kembang Kuning that make it a tourist attraction.

Tongkek



Source: Official Website Kembang Kuning

2.3 Rebana: In addition to Kulentang Nunggal and Tongkek, another cultural attraction that captivates tourists is the art of Rebana. Tourists watching this art can also try to play it together with the local community.

Rebana



Source: Official Website Kembang Kuning

2.4 Begasingan: Begasingan, or spinning tops, is a traditional game usually played by the youth of Kembang Kuning Village in the late afternoon. They play this game in open fields or in the yards of residents with spacious areas. Tourists who come to watch this game often join the locals in playing spinning tops.

Begasingan



Source: Official Website Kembang Kuning

2.5 Tradisi Ngempel (Ngempel Tradition): For the people of Kembang Kuning Village, this tradition is usually performed at the end of the summer season or when the rainy season begins. It starts with the gathering of the community at the headwaters of the river in Kembang Kuning Village, with each person bringing a chicken that will be collectively slaughtered, followed by a joint recitation. The uniqueness of the Ngempel tradition attracts the attention of international tourists visiting Kembang Kuning Tourism Village.

3. Special Types of Attractions: Special Types of Attractions are those not related to the categories of natural attraction and cultural attraction. In Kembang Kuning Tourism Village, the special types of attractions include:

3.1 Kembang Kuning Specialty Dodol Souvenirs: The Kembang Kuning specialty dodol is the only unique souvenir owned by Kembang Kuning Tourism Village. This cottage industry began to flourish as Kembang Kuning Village became a popular destination for international tourists. The dodol comes in various flavors, such as pineapple, papaya, tomato, and poteng (a traditional Lombok spice). The price of a dodol package is Rp. 15,000.

Dodol Souvenirs



Source: Official Website Kembang Kuning

3.2 Fire Dance: This entertainment attraction, introduced since early 2019, is not widely available in Kembang Kuning Tourism Village. It is usually presented to tourists staying in specific homestays. The Fire Dance entertainment is performed by young people in Kembang Kuning Tourism Village.

Fire Dance



Source: Official Website Kembang Kuning

3.3 Fun Bike Explore: For tourists interested in participating in Fun Bike Explore, they need to form a group with a minimum of 50 people, with a cost of Rp. 200,000 per person. Facilities provided include accommodation and three meals a day. During the fun bike explore activity, tourists will cycle around

Kembang Kuning Village for approximately 3 hours. Tourists are required to adhere to health protocols as directed by the government.

2. Accessibility

Easy access is a crucial factor influencing tourists' decision to visit a destination. Accessibility is a measure of the comfort and convenience for tourists to reach the desired attractions, whether using private or public transportation. The ease and comfort of accessibility to a tourist attraction can encourage an increase in the number of tourist visits.

Air transportation to Lombok can be accessed from various airports in Indonesia, including Jakarta, Yogyakarta, Surabaya, and Bali. However, international flights are currently available only from three countries: Malaysia, Singapore, and, most recently, Australia. For sea transportation, there are four ports available: Lembar Port for crossings from Padang Bai Bali, Kayangan Port for crossings from Pototano Sumbawa, International Gili Emas Port designated for cruise ships arriving about twice a month, and Bangsal Port for crossings from Gili Trawangan, Gili Meno, Gili Air, and Bali.

To reach Kembang Kuning Tourism Village, tourists can use private or public transportation. However, only specific types of public transportation can access the village due to its narrow roads. The varied routes for tourists to reach Kembang Kuning Tourism Village are from Lombok International Airport: approximately 45 km or about 1.5 hours of travel, from Lembar Port: approximately 70 km or 2 hours and 20 minutes of travel and from Bangsal Port: approximately 60 km or about 2 hours of travel. Most tourists visiting Kembang Kuning Tourism Village come from Kuta Beach in Central Lombok and Gili Trawangan through Bangsal Port.

3. Amenities

Amenities or facilities are crucial components of tourist attractions. The lack of adequate facilities to meet tourists' needs can make them reconsider visiting a particular attraction. The facilities in Kembang Kuning Tourism Village are considered quite sufficient compared to its accessibility. As of the time of this research, there are 13 homestays in Kembang Kuning Tourism Village, managed either directly by the village government or by the community. Some of them include:

1. Bale Kembang Kuning Homestay

2. Green Haven Homestay
3. Al – Sasaki Homestay
4. MU Homestay
5. Izzi Homestay
6. Hakiki Inn
7. Kembang Kuning Cottages
8. Bunga Homestay
9. Bale Bangket Homestay
10. Link Homestay
11. Syaqila Homestay
12. Ella Homestay
13. Les Rezeires

Other facilities in Kembang Kuning Tourism Village include traditional restaurants or "lesehan" stalls offering simple Sasak dishes such as grilled chicken, grilled fish, "pelecing kangkung" (water spinach with spicy tomato sambal), clear vegetable soup (kelak siak), and beverages like Lombok coffee, young coconut, and tea. Besides the traditional stalls, there are also restaurants within homestays in Kembang Kuning Tourism Village. Almost every accommodation or homestay has its own restaurant with signature culinary offerings, such as coconut sauce grilled chicken at Al-Sasaki Homestay, Kembang Kuning spaghetti at Link Homestay, and other specialty dishes.

In addition to eateries, Kembang Kuning Tourism Village provides a Tourist Information Center (TIC), established with the support of Dinas Pariwisata Provinsi Nusa Tenggara Barat and managed by Kelompok Sadar Wisata (POKDARWIS) of Kembang Kuning Village. There are also healthcare facilities in the village, including a Sub-District Health Center (Puskesmas Pembantu - PUSTU) and a Village Health Post (Poskesdes). These health facilities are established to support tourism in Kembang Kuning Village and are available to both the local community and tourists. The village has a Health Center with an ambulance that can be used for health services. Additionally, Kembang Kuning Tourism Village has a Medical Partner, Uni Medical.

4. Ancillary

Kembang Kuning Tourism Village is managed by Kelompok Sadar Wisata (POKDARWIS). Similar to other tourism villages in East Lombok Regency, POKDARWIS in Kembang Kuning plays a significant role in managing the tourism resources in the village. POKDARWIS, named POKDARWIS Lingkoq Cave, was established by the youth of Kembang Kuning Village in 2014 and officially recognized by the East Lombok Tourism Department through Surat Keputusan (SK) in the same year. In 2016, Badan Usaha Milik Desa (BUMDes) in Kembang Kuning Village were formed through the Decree of the Village Head. Since then, POKDARWIS has collaborated with BUMDes Kembang Kuning Village in managing Kembang Kuning Tourism Village.

CONCLUSION AND SUGGESTION

In conclusion, Kembang Kuning Tourism Village in East Lombok presents a captivating and diverse profile enriched with both cultural heritage and natural wonders. Nestled beneath the foot of Mount Rinjani, the village boasts a unique blend of lush landscapes and magnificent waterfalls. The intrinsic cultural practices and rituals preserved by the local community contribute to the authenticity that sets Kembang Kuning apart.

Furthermore, the village offers special attractions such as the unique Kembang Kuning Dodol, captivating Fire Dance performances, and the recently introduced Fun Bike Explore initiative. The village's strategic location with relatively easy access from major transportation hubs, including airports and seaports, enhances its appeal to both domestic and international tourists. Adequate amenities, including numerous homestays and local restaurants, contribute to the overall comfort of visitors. The addition of facilities like the Tourist Information Center, health services, and collaboration with external entities such as Uni Medical exemplifies the village's commitment to providing a well-rounded and enjoyable experience for tourists.

Managed by the proactive POKDARWIS Lingkoq Cave and in collaboration with BUMDes, Kembang Kuning Tourism Village is poised for further growth. The synergy between cultural richness, natural beauty, and proactive management positions the

village as a promising destination with vast potential for future expansion in the tourism industry.

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