

Strengthening Halal Tourism with Local Wisdom: A case of Mangunegara Village, Purbalingga Regency

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ABSTRACT

The purpose of this study was to examine the role of organizational ability in mediating the relationship between organizational culture, entrepreneurial orientation, and organizational performance of small and medium enterprises (SMEs), especially the creative industry in Banyumas. Partial least squares structural equation modeling was used for hypothesis testing. The cluster area sampling technique was used for data collection. Researchers use organizational capabilities with an entrepreneurial orientation and organizational culture to measure organizational performance using a resource-based view (RBV). The results of this study are the relationship between organizational culture and entrepreneurial orientation with organizational capabilities that lead to organizational performance having a positive effect and the role of organizational ability in mediating a significant impact between organizational culture, entrepreneurial orientation, and organizational performance of small and medium enterprises (SMEs), especially the creative industry in Indonesia. Banyumas. The research focused on the relationship between organizational culture and entrepreneurial orientation with organizational capabilities that lead to organizational performance. Furthermore, the significance level of mediation between organizational ability and organizational culture, entrepreneurial orientation, and organizational performance.

Keywords: Organizational Culture, Entrepreneurial Orientation, Organizational Capability, Organizational Appearance, Small and Medium Enterprises

1. Introduction

Overall, the Ministry of Culture and Tourism (KEMENBUDPAR) has scheduled the development of 104 (one hundred and four) tourist villages throughout Indonesia (Hadiwijoyo; 2012). In 2014, tourism contributed 9.3% to GDP (Gross Domestic Product) and 8.4% to national employment or 9.8 million jobs. In 2014 also recorded 9.4 million foreign tourists (tourists) with foreign exchange of USD 11.2 billion. In 2013 there were 203 million domestic tourist trips (winus) with an expenditure of Rp. 177.8 trillion.

The types of tourism interests related include: nature tourism, agro tourism, cultural tourism, creative tourism and adventure tourism which have strong roots in rural resources (guideline for the development of green tourism villages; 2015). Rural tourism is considered to have links with development strategies that can continue in many developing countries. Because of its unique

nature, rural tourism is included in the category or type of small business (Gannon, 1993). Tourism must also respect local customs, preserve the environment and provide real positive impacts that can be enjoyed by residents around tourist attractions. The government must also be able to facilitate the acceleration of increasing the competitiveness of ODTW (Tourism Objects and Attractions) in rural areas. Each village has certain advantages, namely the uniqueness of the lifestyle complete with handicraft products, arts typical of the area or village. The competitiveness of tourist villages is also inseparable from the role of the government in providing excellent and total services. Due to active community participation as the spearhead as well as tourism actors, it is the village community that must first be addressed to strengthen the bargaining power and competitiveness of tourist villages as superior products of domestic tourism. Tourism should be able to encourage people to participate actively in order to achieve the desired welfare goals.

Mangunegara Village, Mrebet District, Purbalingga Regency has advantages in the form of abundant water sources and rural natural scenery which is very thick with agricultural land. Besides that, there are several regional specialties such as Begalan, Angguk, Aplang or Dames, Calung, Ebeg, Lengger and Slawatan. In general, this study aims to develop human resources in order to prepare the community for community-based rural tourism, the batik center of Pringmas, Mangunegara village, Purbalingga district.

2. Literature Review

2.1 Potential of Halal Tourism in Indonesia

The Global Muslim Travel Index (GMTI) standard refers to four criteria, namely access, communication, environment, and services. The government continues to make improvements to access components, such as visa requirements, air links, and transportation infrastructure. The communication component consists of affordability, convenience, and the use of digital technology. Then, environmental components include culture, number of arrivals, and climate. Finally, service components must have basic needs, services, and unique experiences. Currently, the five best halal tourist destinations are Lombok, Aceh, Riau Islands, Jakarta, and West Sumatra.

The growth target for halal tourism is in line with the growth of world Muslim tourists. The projection is that in 2023, the expenditure of Muslim tourists in the world will reach US\$ 274 billion (over Rp 3.8 quadrillion), much higher than the total expenditure in 2017 which was US\$ 177 billion. Indonesia has a comparative advantage due to the world's largest Muslim population, beautiful beaches, basic infrastructure, and diverse cultural heritage. Indonesia has the potential to develop halal tourism. According to him, the expenditure of Muslim tourists, with an average of US\$ 2,000 (around Rp. 28 million), is much higher than foreign tourists in general, which is only around US\$ 1.1 thousand per visit. Therefore local tourist areas must provide basic needs because most Muslim tourists come with families.

2.2 Local Wisdom Tourism

Tourism is the science or art of business that can attract and gather visitors, including various accommodations and catering that are needed and interested by visitors. Local wisdom tourism is tourism that cares about the sustainability of the natural, economic, social and cultural environment and places the community as planners, managers and owners in order to have a positive impact on improving people's welfare. Local wisdom tourism aims to provide opportunities for tourists to learn about nature and local people's lives in order to gain experience and satisfaction during their

trip. The development of tourism in an area will have a positive or negative impact, where the impact will affect the physical condition and socio-economic life of the population around the tourism object (Sukidjo, 1995) in Maya (2011).

The development of tourist villages will encourage a productive economy carried out by the community itself (Guidelines for the Development of Green Tourism Villages 2015). Tourism is one of the sectors driving the economy that needs to be given more attention in order to develop properly (Zakaria and Dewi 2014).

The community has the same and widest opportunity to participate in the implementation of tourism. Local wisdom tourism relies on: (1) the potential of local resources, namely everything that is available in the local community, which is needed in the process of activities, both the production process of certain commodities, processing or increasing added value, as well as community development processes that aim to improve welfare. or quality of life, physically and mentally, materially and spiritually; (2) social capital, namely in the form of social relations (cooperative behavior, loyalty, wisdom, local knowledge), social institutions (associations, networks, and social leadership) effective values or norms (tolerance, sympathy, trust, honesty) that can used appropriately, giving birth to a social contract, social responsibility, independence, and participation; (3) culture, which is a way of life that develops and is shared and passed down from generation to generation; (4) local wisdom, namely ideas or values, local or (local) views that are wise, full of wisdom, of good value which are embedded and followed by members of the community; (5) spiritual capital, namely personal values in each individual that is able to inspire and give spirit to the person concerned, the group, and the community to carry out practical activities.

2.3 Rural Tourism

Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, customs, daily life, has a distinctive architecture of buildings and village spatial structures, or unique and interesting economic activities and has the potential to the development of various components of tourism, such as attractions, accommodation, food, drinks and other tourist needs (hadiwijoyo; 2012). Rural tourism is tourism that utilizes rural resources. Tourism products are all types of products in the form of goods or services which are tourism commodities. Tourism products are all forms of services enjoyed by tourists from the time they leave their place of residence until they return home. This product can fulfill their desires in terms of needs for recreation, business, personal development and their curiosity about the unique nature and culture of the local community.

Every tourist who comes to a tourist place, of course, has a tourist motive, in the form of attractions. So that tourist attraction is an aspect that is desired by tourists (Soekadijo; 2000) in Hadiwijoyo (2012) the request must be fulfilled by interesting actions, such as certain objects, such as museums, art performances, souvenirs and so on. Meanwhile, other demand lies in the service sector, in the form of activities and facilities that meet the needs of tourists during their trip, such as hotel facilities, restaurants, tour guides and so on. Rural tourism is a form of tourism that relies on objects and attractions in the form of village life that has special characteristics in its community, natural panorama, and culture, so that it has the opportunity to become a commodity for tourists. Village life as a tourist destination is the village as an object as well as the subject of tourism. As an object, it means that rural life is a destination for tourism activities, while as a

subject it is that the village with all its socio-cultural activities is the organizer itself of various tourism activities and what is produced by these activities will be enjoyed by the community directly.

3. Research Methodology

The research method is focused on developing HR development strategies in order to realize Mangunegara as a tourist village. This will be done by tracing information from various data sources consisting of informants, places and events as well as related documentation/archives in the Purbalingga Regency Government. In addition, in-depth interviews, field notes, data source triangulation techniques, rechecks will also be carried out until the final data from the interviews reflect the reliability of the data. Another data collection technique that will be used is Focus Group Discussion (FGD). The data will be analyzed using an interactive model analysis technique (Miles and Huberman, 1992) which includes the following components: (1) data collection, (2) data reduction, (3) data presentation and (4) drawing conclusions (verification). In this technique, the analysis will be carried out continuously (continuously) from the beginning of data collection to the verification process that takes place from the beginning of the research until the research is completed. Thus the analysis process occurs interactively and tests between components in a continuous cycle for a long time. By using this analysis technique, the conclusion has been tested selectively and accurately (Sutopo, 2002)

4. Results and Discussion

4.1 Description of Informants

The local government provides a project consisting of one tourist road whose funding source comes from village funds and another farm road whose funding source is from the Purbalingga Regency APBD to support tourism in the village, namely Sawah Ijo. Sawah Ijo halal tourism destination is a joint investment between the village government and private investors. The income obtained from the village's crooked land will fully belong to the village with the hope of a multiplier effect from the presence of Sawah Ijo and able to improve the welfare of the community through the production of regional specialties for souvenirs, souvenir businesses and restaurants at tourist sites. The majority of villagers today are workers, very few have their own businesses.

Potentials that can be developed include typical food for souvenirs such as opaque, corn lunkhead, fruit chips and cassava chips whose raw materials are easy to find in Mangunegara village. Another business that has the potential to be developed in Mangunegara village is to prepare a sharia-based tourism village with local wisdom by making souvenirs.

4.2 Components of Village Development Studies

Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth which is the target or purpose of tourist visits, such as in Sawah Ijo tourism. The two cultural attractions are the attractions of staging the life of traditional customs and arts. Availability of facilities to support the creation of convenience, comfort, and safety of tourists in visiting tourist destinations such as bathrooms, prayer rooms, gazebos, and cafes. The halal tourism village of Sawah Ijo also has an environment with potential sources of clear water, a great opportunity to compete in producing handicrafts, snacks, restaurants around the tourist site.

Community empowerment is an important aspect in the development of tourist villages. The community has an important role to support the success of the development of tourist villages so that people who are powerless need to be empowered to create independence and increase economic welfare (powerful). The form of contribution from the residents of Mangunegara village is to give up land rented from village land to be used as a road connection from the parking lot to tourist sites. The marketing and promotion technique that is currently being used is word of mouth, the dissemination of information is carried out through testimonials from visitors who have stopped at Sawah ijo tourist sites.

4.3 Tourism Village Problems and Development

Table 1. Tourism Village Problems

No	Accessibility	Attractions	Supporting Facilities	Institutional
1	Internal accessibility is still difficult because there is no adequate public transportation available for tourists	There is no planned show schedule yet	There has been no delivery of interesting information about the existence of the Tourism Village, especially its cultural arts potential	The community does not yet know how to develop a tourist village and good management of tourism village seen from the potential of cultural arts
2		The stage for the show is not set up properly to attract tourists	Supporting facilities for art performances are not well provided, such as toilets, prayer rooms, seats, security facilities	
3		There is no scheduled performance rehearsal that is well organized and is constrained by not having a place and there needs to be a special gallery for rehearsals		
4		Cultural arts attractions still seem monotonous and need to be modified with other activities such as learning drums and dance as well as educational tours		

Table 2. Tourism Village Development

No	Accessibility	Attractions	Supporting Facilities	Institutional
1	Mangunegara Village can be reached in 30 minutes from the city of Purbalingga by land	Hold a cooperation agreement with performers of art attractions and prioritize the people of Mangunegara Village	Maximize and expand marketing through social media	There needs to be socialization and education for people involved in tourism village activities
2	Need additional directions to the tourist location of Mangunegara	The nature-themed decoration is quite simple but in harmony with the local environment	Building supporting facilities for visitors to art performances such as toilets, prayer rooms, seats, security facilities	

	Purbalingga Village			
3		Providing special places such as art galleries as one of the places for art exhibitions		
4		Cultural arts attractions can be varied so that they are not monotonous and need to be modified with other activities such as learning drums and dance as well as educational tours.		

4.4 Tourism Village Planning

Based on the overall potential which includes the potential for natural tourism, batik tourism, art and cultural tourism, and culinary tourism, especially cultural arts tourism also has good potential to support the realization of the Mangunegaran Tourism Village. Tourism activities that are planned for the potential of cultural arts will be concentrated on their development using the concept of family-educo-tourism. The theme of family tourism activities, culinary tours, and shopping as well as education on the potential of art and culture. The main tourist targets are families, young people and students.

5. Conclusion

Tourism village is believed to be an alternative source of funds for economic empowerment in Mangunegara Village. The problem is very dependent on human resources and the level of creativity in processing the potentials in the village. Tourist villages are required to develop, improve the quality of human resources for managers (surrounding communities) and fix all supporting needs for managers and visitors. The income management and distribution system is directed at the village in a broader sense, in an effective, effective and efficient manner. In turn, the economic empowerment of the community in Mangunegara Village with the existence of a tourist village can empower the economy that can be developed at all levels.

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