Rural Tourism As A Solution For Urbanization Issue In Theera Of Globalization: A Case Study At The Osing Tribe Ofkemiren Village Banyuwangi

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Abstract

The charm of urban lifestyle causes urbanization flow in Indonesia. Moreover, the low employment rate in rural areas has driven the people to move to city. Indonesia occupies the first place for urbanization level in Asia, according to Statistics of Indonesia. The number of people living in cities is estimated to reach 60% by 2025. To overcome this issue, the government implemented one billion annual budget funds for every village. However, it has not yet succeeded as it merely focused on infrastructure and could not independently improve the human resources. This study was aimed to reveal how rural tourism model reduces urbanization level. Qualitative methodology was applied by utilizing literature review approach. The idea is expected to develop economic that goes fairly with local wisdom such as Osing Tribe which satisfies the tourists through ancestral tradition. Finally, this study suggests the government to make rural tourism as future economic driver.

Keywords: Economic Driver, Human Resources, Rural Tourism, Urbanization

1. Introduction

The massive growth of urban society in Indonesia could be caused by the urbanization. The flow of urbanization increases simultaneously with the establishment of economic centers in the city, especially in term of industry. In Indonesia itself, the urbanization signal started to be visible by 1970s, where the development was hugely performed, more specifically in big cities such as Jakarta, Surabaya, and Medan. Some factors are signified to be the reasons for the increase of urbanization, for instances: (1) the difference of growth and gap in facilities between urban areas on various aspects, (2) the improvement of transportation infrastructure, (3) the growth of industry in big cities which enlarges the job opportunities, and (4) proper access to health as well as education compared to that in rural areas (Haryono, 1999).

In accordance to the factors, the effort to develop rural areas that has been expected to reduce urbanization flow does not really succeed; contrastly, it motivates the growth of urbanization flow. As a consequence, the polarization appears leading to to the struggle of rural societies to seek for occupancy in urban areas, either voluntarily or involuntarily. They ought to leave their hometown as a result of the job opportunity in rural areas that tends to be very limited. According to Statistics Indonesia, by the province-based number of urban societies in 2010-2035, the urbanization in urban areas of Indonesia averagely reaches 60% by 2025 (Statistik, 2013). If this is disregarded, some bad impacts toward urban areas will happen, such as crime, slum areas, abundant citizens, unemployment, and food insecurity which is insufficient for the population.

The government in this case takes action. They try to reduce such problems by legalizing the law of the Republic Indonesia number 6 year 2014 concerning rural area. In article 72 paragraph 4, it is declared that the plan for village as written in paragraph (1) letter d, at least 10% of the balance fund is given to district or city in the regional budget after substracted by special allocation fund (Indonesia, 2014). It immensely supports the existence of rural area to be paid higher attention to be enhanced in certain way in which the government provide financial support as written on its allocation fund regulation.

The validity of the law comes as good news for rural societies. Its existence could appear as the underlying law of the recognition for rural areas as region owning autonomy. In addition, it goes together with the finance decentralization that becomes the pivot of law running concerning the 10% of regional budget for rural areas in Indonesia. The situation is signified by the budget of about one billion rupiah each year for each village. The distribution of the budget that reaches almost one billion is less various compared to the government capacity in managing such issue. This gap could be anticipated through the financial...
decentralization rules which controls the necessity according to the capability in managing through governmental law, namely infrastructure (Toriqi, 2015).

However, in its implementation, the physical development on infrastructure such as maintenance on road, bridge, irrigation as well as sanitation. All of them have no orientation to the development of human resources. This study mainly offers the idea on answering the question: what is the model of rural tourism that can hold the urbanization level. Additionally, this work utilizes case study of Kemiren Tribal Village District Banyuwangi which independently applies self-help in managing labor intensive business in the villages through the tourism place of Osing Tribe.

What makes Kemiren Village become significant and special in being a rural tourism is the implementation of CBT (Community Based Tourism). It deals with the understanding declared by Suansri in her book that such type of tourism is objected to the centralize environment, the social value of society, and the harmony of the cultures in a single focus of development (Suansri 2003). This appears as the enlightenment toward the solution finding to solve the poverty through the value of tourism.

2. Material and Method

The main materials utilized in this work were grouped into three: literature including text and online sources, statistical data according to authorized surveys by legal boards, and the technical planning to realize this idea. On the other hand, the methods fullfilled in conducting this research consisted of sequential processes in its accordance to the provided materials. There were generally five methods undergone by the researcher, starting from problem identifying to the grand designing of the problem solving. The method applied in this study was qualitative method, while the procedure in revealing the findings and supporting the discussion mainly utilized literature review and other supporting data. According to Hancock, qualitative method concerns with the problems faced by human, either as an individual or as a member of certain society. Additionally, qualitative method goes beyond number processing (Hancock, Ockleford, & Windridge, 2009)). This study consequently had something to do with human problem as urbanization was considered in the issues happening toward human beings in particular term and condition in some countries, including Indonesia.

Moreover, based on Family Health International what makes qualitative essential is the fact that it has weapon in providing in-depth and detailed elaboration in accordance to the given issue. The questions for incorporeal problems such as gender roles, norms, religion, socioeconomic status, as well as ethnicity could be explained through qualitative method. In other words, qualitative method allows open-ended question rather than the closed one. The flexibility of aspects affecting the study makes qualitative method has wider coverage in perceiving phenomenon (International).

In organizing social science research, literature review appears as one of the central tools. Fink mentioned some of the sources that could be reviewed as the data for study, such as book and articles. In addition, literature review is applied through concepts employing summary and synthesis that are organized and derived from the source (Fink, 2014). This study, therefore, employed literature review in order to give insight upon the data which was collected.

Initially, the researcher determined the theme that was picked as the grand idea for the work. To sum up, the elaboration in the introduction section provides some rationales on why the researchers focused on the issue of culture as well as economic. After deciding the theme, the problem related to the subject was investigated. It was the complexity of urbanization coming as the central focus in this work as it possessed two-sided effects (University, 2016). In general thought, urbanization was known as a good way in spreading the proper development as urbanization led to the opportunity for those coming from rural area to fullfill the jobs demanded in towns. Though, it surprisingly formed unemployment and poverty as the jobs demands were filled entirely (O'Donnel, 2018). As a consequence, the case became more complicated and therefore brilliant idea in solving this is deliberately needed.

The cases found in Kemiren Village (Wonderful Indonesia), (Site & Landmarks), (Dewi, 2017), (Indiarti & Munir, 2016) took great insight on the following finding. It was detected that Kemiren Village was one of the pioneer in building rural area to be highly interesting site in Indonesia. The researchers found that
the originality of the village was present and the development of its area did not interrupt its unique values. However, the design on it case still could be built in a more advanced site concerning on more specific aspects.

The step of formulating technical execution of the rural tourism utilized the ideas deriving the roles of technology, human resources, to the potential of the area itself. Generally, the researchers gathered the idea through the SWOT analysis covering Strength, Weakness, Opportunity, and Threat (Sammut-Bonnici & Galea, 2015). The elaboration of the idea then led to the final method as it met its conclusion and suggestion for further study.

3. Discussion And Result

Along with the development of this era, rural societies are more aware of the potential they possess. Not only caused by the beauty of the village, but each of them are also gifted by the prominent local wisdom as well as and local custom. It is confirmed that the potential should be maximalized effectively by the rural societies in order to advance the area and to fix the life adjustment in rural areas. This could be the central solution toward the vast urbanization speed which then leads to worse impact to both areas (rural and urban). The urbanization are majorly motivated by the lack of job opportunity and low life adjustment in rural areas. One of the economic potentials that is possible to be developed is the tourism opportunity. A village with countless fascinating view, along with atypical local wisdom and custom, always be the magnet for the tourists, both domestic and international. Each rural area has potential to become an example for successful rural tourism is located in Banyuwangi, namely Kemiren Rural Tourism which is positioned in Kemiren Village, Glagah, Banyuwangi. The rural tourism is the development of rural area by utilizing the existing cultural properties and local wisdom that aims to be an attribute for tourism product and become the sequential tourism activities that are advanced and thematic (Firmansyah, 2017).

Kemiren is one of the villages that belong to Glagah, Banyuwangi. More specifically, this village is located on five kilometers away from the western of Banyuwangi, and three kilometers from the center of the subdistrict. Kemiren village is passed by two big rivers: Sobo River and Gulung River, located on the south and the other is on the north. Both rivers have never been dry all year long and are functioned to irrigate the farmland in Kemiren Village and its surroundings. Beside rivers, in this village also exists waterspring or is called belik that is useful to support household's everyday need. The people can visit the waterspring to fulfill their need, and the water is also transferred to people's houses through pipe. The settlement in Kemiren Village has long pattern following the road. There are some solid areas that are correlated by pathway from paving (Munawaroh, 2009).

The interesting point that can be found in Kemiren Village are as follow: the originality of the culture, the beauty scenery, the existence of Osing tribe, the unique customs and rituals such as gedhogan, the symbol of Banyuwangi, to some iconic buildings (Dewi, 2017). Especially, the most magnetic here is the population of Osing people to present days. They are the exact successor of the origin of the Kemiren Village who still hold the culture and habits strongly. Their openness toward development issue is another great value which can be considered rare. Those all become the potentials for the advancement of the rural area placed in Kemiren Village as one of the heritage in Indonesia.

3.1 Local Wisdom and Custom of People at Kemiren Village

Osing tribe is the origin of Banyuwangi. Most of the Osing people are muslims, and other religions are Hindu and Buddha. They still believe in the tradition before Islam came. Osing tribe is the descendant of Majapahit Kingdom that has faith in Hindu and Buddha. Osing tribe is spread to some areas such as Glagah, Giri, Kabat, Rogojampi, Songgon, Singojuruh, Cluring, and Genteng. Among them, there is one area of which people highly believe in former custom and particular culture, namely Kemiren Village, located in Glagah. The village has been recognized as the custom village of Osing tribe which becomes the main tourism destination in Banyuwangi. Various cultural creatures of Osing tribe can be found in this village, for examples: Barong Kuntulan, Jaran Kincak (the dancing horse), Mocopotan (reading ancient discourse) and Gandrung which major dancers are from Kemiren.

Osing tribe people still believe in the soul lying in every creature, such as tree, water, and site complex of Buyut Cili. They will feel uncomfortable whenever people bother them. This belief is also taken into
account by the generation to generation in Kemiren village. There, people believe that they live simultaneously with those invisible which keep the nature and environment. Therefore, people living there should keep nature as well if they do not want to be distracted by the nature keeper (Sufia & Amirudin, 2016). Osing tribe has traditional house spread to some rural areas in Banyuwangi. Kemiren appears as one of them which possesses some ethnic houses settled to this time. Uniqueness of Osing traditional house can be seen from its roof. It has three types of roof: Tikel Balung, Baresan and Cerocogan. The buildings age up to hundred years. Additionally, they are designed to be anti-earthquake, with main structure derived from four arrangement of wooden cubes. The house also uses the rearrangeable construction through no-nails match system by using flat metal called paju. Each type of roof brings different meaning and specialty. The difference signifies determination toward social status (Rachmawati, 2019).

All of the creatures and the uniqueness found in Kemiren makes this village become attractive and have special meaning on the eyes of the upcoming visitors. Additionally, it will rise the interest of the investors, possibly, if the other potentials can be found and utilized in order to form an integrated rural tourism area with the harmony of traditionality and modernity.

### 3.2 Tourism in Kemiren Village

Kemiren village is well-known for its solid Osin culture. Furthermore, it also has beautiful village-typical view. This makes Kemiren Village as a completed package to interest the visitors. The source of the interest does not only come from culture and natural view; there is educational and moral function that can be taken from Kemiren Village. For instance is how the people in Kemiren Village have high respect and honor toward their ancestor and nature. In addition, how the solidarity among people there is displayed through the habit. The government eventually determine the village as cultural and developmental heritage Rural Tourism of Osing Tribe.

In addition to the village magnet coming from its everyday life covered with original culture, in some times it also holds tourism events. As an example, when the entire Kemiren village people put their red-and-black-colored mattress out along the way of Kemiren Village. This is called Mepe Kasur (mepe: hanging out, kasur: mattress). It has philosophy of repelling every illness existing on the bed mattress. The tradition is a part of big event of Kemiren Villag called Tumpang Sewu or the ritual of bersih desa (village cleaning). Furthermore, every harvest time, the people conduct the tradition of playing musical instrument of Osing Tribe. The culinary of Pece Pithik from Osing Tribe is served as the angklung paglak music is played during the activity of farmer's harvesting. The coffee lovers can also visit the event of "Ngopi Sepuluh Ewu" (Fanani, 2018).

Obviously, the everyday life of Kemiren people which is so philosophical and dynamic with culture (Suryanto, 2016) is the incredible magnet for the tourists. Moreover, nowadays, it is harder to find rural life that maintains its custom and local wisdom.

### 3.3 Economic Potential and Human Resource Development through Rural Tourism

In the rapid development of rural societies nowadays, the development for the rural area into rural tourism increases as well. This happens due to high economic potential for the people and this also gives chance for the rural societies to advance their resource. This phenomenon is what occurs at Kemiren Village right now through the establishment of "BUMDes KEMANGI” as the Village-Owned Enterprise Board that aims to invite the whole societies, specially the young generation to preserve and develop their village into rural tourism (Bumdes, 2016). As a consequence, it is expected that this effort will grow sense of belonging and sense of responsibility in developing their village in order to improve it creatively that leads to the increased standard of living through the idea of rural tourism.

Beside, by the creation of rural tourism, the employment in the village will be increased in number and improved in the variety. Thus, the opportunity in earning more money brings about higher prosperity. The rural societies that used to farming sector will experience more various work sector, such as tour guide, tourism enterprise actor, souvenir sellers, culinary entrepreneur, travel agent owner. Those chances, beside improve the rural societies' prosperity, also develops the their competence in sectors other than farming. As a response to the well-managed economic activity, the standard of life will be increased, the awareness of education is boosted, and it indirectly provides brighter future to the rural societies.
4. Conclusions

As elaborated, this work has objective on revealing the rural tourism to reduce urbanization level. The research utilizing case study at Kemiren Tribe Village of District Banyuwangi has shown how the local wisdom and custom can be used as labor intensive enterprise in the rural areas through tourism that introduces the culture attributed to Osing Tribe. For example, Mepe Kasur, Pecel Pithik, and Ngopi Sepuluh Ewu to the visitors. In the further development, it is expected that the society can learn on how Kemiren Tribe Village inspires and becomes the source of the need independently in managing rural areas potential. Through this idea, it is highly anticipated that the society who typically work in farming sector will have more various career, such as tour guide, culinary entrepreneur, to travel agent service. This appears as an indicator to prevent society from doing over-urbanization due to the unavailability work force in rural areas. In other word, it can be inferred that rural areas have been the economic actor for the surroundings. For the further study, the writers expect that the deeper and more specific in detail of technical execution of the rural tourism can be built and enriched with wider point of view out of culture, economy, and technology. Finally, the roles of the governments as well as the lines of businessman, culture enthusiasts, entrepreneurs, and the local people can go hand in hand to develop and attract the investors to realize the idea of more advanced rural tourism.

Acknowledgements

First and foremost, the authors would like to express gratitude to Allah SWT. By His grace and blessing, all the sequential processes in finishing this work has been finally done. This great opportunity happens with all of His almighty. Universitas Airlangga, in which the writers currently study, deserves dedication through this work. Its support in motivating the students to achieve their accomplishment as many as they can is always appreciable. Also, Banyuwangi District Government that inspires the writers in conducting this research is also counted to be appreciated. The idea of rural tourism for reducing the level of urbanization can never be modeled without its initial appearance in the district. Lastly yet not the least, the writers thank to the supporting ones, including parents, siblings, and friends. Without their spirits and positive vibes, this work would never be exist and produced in joy and good will.

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