

The Potential of Tourism Development in Kampung Susu Lawu, Magetan Regency, Indonesia

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Abstract— *Tourism development is an effort to build rural settlements to meet the needs of tourism actors. Magetan Regency has potential such as lakes, waterfalls, milk processing, and others. However, there are still few tourist objects known to the public, while the tourist villages in Singolangu Hamlet are not widely known. Singolangu Hamlet has unique rural potential, such as dairy farming and agriculture. This potential can be developed into a tourist destination for Kampung Susu Lawu. Kampung Susu is a rural area that produces milk from dairy cows. This study aims to identify the potential for tourism development in Kampung Susu Lawu. This research uses mixed methods, namely quantitative and qualitative methods. Data obtained from literature study, observation, interviews, and questionnaires. The results of this study are various potential tourist attractions that can be developed in Kampung Susu Lawu, namely tourism activities such as dairy farming, potential accessibility to Kampung Susu Lawu, potential tourism support facilities, and potential for increasing tourism management capacity.*

Keywords— *Kampung Susu, Rural Settlements, Tourism Development.*

I. INTRODUCTION

Rural settlements in the tourism industry will continue to grow to meet the needs of tourism service users. Tourism is a series of tourism activities that provide services according to the needs of tourist attractions, transportation, accommodation, and other services, which aim to fulfill the travel needs of a person or a group of people (Sugiama, 2011). Rural settlements in the tourism industry will continue to grow to meet the needs of tourism service users. A tourist village is a rural area that has characteristics so that it becomes a tourist attraction. In rural areas, residents still have indigenous cultures and traditions. Also, there are several supporting factors such as agricultural systems, special foods, and social systems that are characteristic of rural areas. Apart from these factors, the environment and nature that are still preserved are the most important factors in tourist destinations (Nuryanti, 1993). Tourism can be divided into 3 groups according to the main attractions, namely, natural attractions, cultural attractions, and special interest attractions such as tourist villages or tourist villages (Fandeli, 1995). A tourist village is a rural area that provides an authentic rural atmosphere, both in terms of sociocultural life, customs, daily activities of the community, architectural arrangement, and rural layout. Besides that, other tourist attractions can be developed into beautiful tourist attractions such as special food and drinks, souvenirs, tourist attractions, accommodation, and other travel

needs (Fandeli, 2002). Village tourism can be developed by increasing its tourism components such as attractiveness, facilities, accessibility, and institutions so that visitors can enjoy tourism and feel the atmosphere of village life (Ramadhani, 2018).

Magetan Regency has great tourism potential, especially around Sarangan Lake. In addition to the Sarangan Lake area, dairy cow and strawberry milk cultivation can be developed to support economic development, and can also be used for tourism objects around the Sarangan Lake tourist area (Meyer, 2014). The development of the tourism industry aims to increase the added value of the economy so that the welfare of the local community can develop rapidly and appropriately (UN-Habitat, 2005). The problem that occurs is that the people of Singolangu hamlet do not optimize the potential of natural resources and human resources such as agricultural areas and dairy cow milk processing which should be able to support the typical commodity yields of Singolangu Hamlet and can be used as a tourist attraction. Singolangu Hamlet itself already has around 196 dairy cows with the total milk production of approximately 2,300 liters/day. Therefore, currently, the Magetan Regency Government is developing a new tourist destination in the Sarangan area, namely the tourist settlement destination of Kampung Susu Lawu. With this tourist attraction, it is hoped that it can absorb the local workforce of Singolangu village and there will be innovations in the diversification of dairy products such as yogurt, tofu, candy, milk stick crackers as typical souvenirs of Kampung Susu Lawu in Singolangu hamlet. In addition to processing dairy and agricultural products, in the future, there will also be an education for tourists on how to milk properly and correctly. Tourism development is defined as an effort to improve facilities and services to meet the needs of tourists. However, in general, it also includes the resulting impacts, such as the creation of jobs or increased income by tourism actors (Yoeti, 2008).

Based on this background, research is needed to answer the problem of the underdevelopment of tourism in Kampung Susu Lawu. Therefore, the purpose of this study is to determine the potential for tourism development in Kampung Susu Lawu, Magetan Regency.

II. LITERATURE REVIEW

Tourism development is clearly defined as an effort to improve facilities and services to meet the needs of tourists or

visitors. But broadly speaking, it also includes the resulting impacts, such as job creation or increased income by tourism actors (Yoeti, 2008). To develop tourist destinations in the regions, local products need to be developed by planning existing products appropriately or by increasing the types of products produced. (Yoeti, 2008). Meanwhile, according to (Sunaryo, 2013) the development of tourist destinations requires the following components:

- a. Objects and attractions, namely a tourist attraction based on natural, cultural, or artificial wealth (such as events or what is often called special interest), in this case, it is related to what tourists can do in that place.
- b. Accessibility includes support for the transportation system which includes transportation routes, terminal facilities, airports, ports, and other modes of transportation.
- c. Facilities include supporting and supporting tourism facilities, including lodging, accommodation, restaurants (food and beverages), souvenir shops, retail, travel agents, foreign exchange facilities, tourist information centers, and other convenient facilities.
- d. Institutional (Ancillary Services) includes the availability of organizations or people who play a role in managing tourist objects so that they are not neglected and well maintained.

III. METHODS

The method used in this research is mixed methods. Mixed methods is a research approach that combines qualitative and quantitative forms. This strategy combines the data found from one method with other methods. This strategy can be done by interviewing first to get qualitative data and then followed by quantitative data that can be obtained using surveys (Creswell, 2010).

The data collection was carried out by observation, interviews, literature study, and questionnaires. Meanwhile, data analysis used qualitative descriptive analysis and scoring analysis. Quantitative data processing regarding the potential for tourist attraction uses a Likert scale with a score level of 4, where the questionnaire research instrument was first tested using the validity and reliability test to see how far the measuring instrument could measure the results of the study. Also, to measure the questionnaire used can be declared valid and reliable.

The questionnaire instrument was put into the validity test with a sample of 30 respondents. The questionnaire was declared valid if $R_{count} > R_{Pearson}$ table with a significance of 5% or 0.05. After testing the validity of the questionnaire statements, the reliability test will then be carried out to determine the extent to which the measurement results remain consistent. To test the reliability using the Cronbach's alpha formula. Cronbach's Alpha is used to test the level of measurement reliability, where an instrument can be said to be reliable if it has an alpha coefficient of 0.6 or more. After identifying potential tourist attractions using a Likert scale, then identifying other potentials using qualitative descriptive analysis.

IV. RESULTS AND DISCUSSION

A. General Description

Kampung Susu Lawu is within the administrative area of Singolangu Hamlet, Sarangan Village, Plaosan District, Magetan Regency, East Java. Singolangu Hamlet is located at $7^{\circ} 40'05.1'' S$ $111^{\circ} 13'37.6'' E$, approximately 3 km from Sarangan Lake. Singolangu Hamlet is in a mountainous area, so the temperature and humidity levels in this area are classified as low. The map of Singolangu Hamlet as a location which is the object of research can be seen in Figure 1.

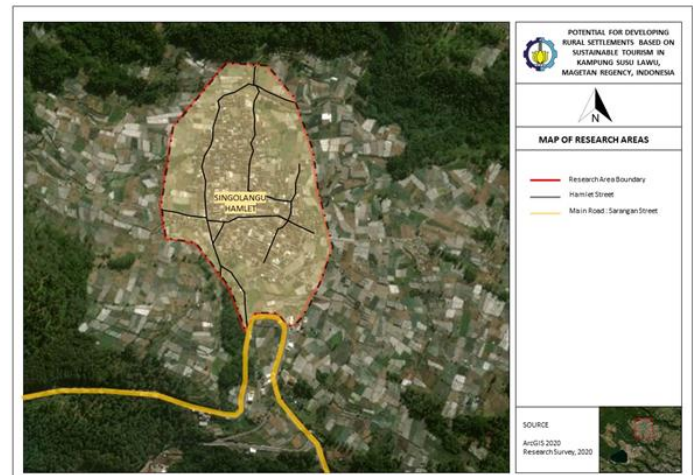


Fig. 1. Map of Research Areas

Singolangu Hamlet is in a highland area so that the distribution of the settlements is clustered in an area. The characteristics of rural residential areas are settlement patterns that have irregular physical forms with a distribution pattern that tends to cluster into villages. The social structure of the Singolangu village community tends to be more homogeneous in terms of livelihoods, customs, as well as culture, and religion. If you are experiencing a problem, the people of Singolangu Hamlet will try to solve it through discussion and deliberation. This is because the people of Singolangu have a closer and deeper relationship.

In general, the people in Singolangu Hamlet can meet their own needs by producing food through planting, gardening, and raising livestock. Most of the people in Singolangu Hamlet have livestock and agricultural activities. The types of livestock in Singolangu Village include dairy cows, rabbits, horses, goats, sheep, chickens, and ducks. The most dominant livestock commodity in this area is Dairy Cows. The geographical condition of Singolangu Hamlet, which is a mountainous area with abundant water availability, has the potential to be used as a location for developing elephant grass for the availability of dairy cows. Currently, the population of dairy cows in Singolangu Hamlet reaches approximately 200 heads, which can produce 3,500 liters of pure milk per day. As for the number of Dairy Cattle breeders in Singolangu Hamlet, there are 32 breeders.

B. Potential Tourism Attractions

The potential for tourism development includes potential attractions and tourist attractions, accessibility, amenities

(supporting facilities), and institutions. In identifying potential tourist attractions in Kampung Susu Lawu that can support the development of sustainable tourism, a qualitative descriptive analysis is used then a Likert scale scoring is carried out. The qualitative data were sourced from observations and

interviews with relevant stakeholders, namely the head of Singolangu Hamlet and the local community. The following is the potential tourist attraction in Kampung Susu Lawu in TABLE I.

TABLE I. Potential Tourism Attractions of Kampung Susu Lawu

| Aspect | Source Theory | Existing Conditions | Analysis results |
|--------------------|--|--|---|
| Human Potential | Human Potential can be used as a tourist attraction. The shape and form of this tourist attraction are strongly influenced by human activities, usually in the form of local community activities, dance performances, and cultural arts performances typical of a region (Pendit, 2002) | Based on the results of the interviews, the main activities of the Singolangu Hamlet community are in the field of livestock and agriculture. The majority of the people of Singolangu hamlet work as dairy farmers. There are several daily activities carried out by the community related to raising dairy cows, namely the activities of feeding cows, milking them, producing various dairy products, preparing cow feed, and processing waste produced from dairy cow dung. Apart from raising cows, the activities of the Singolangu Hamlet community are farming and picking vegetables and fruits. | <p>Tourism potential in Kampung Susu Lawu can be divided into 3, namely:</p> <p>Something to do Tourists who visit Kampung Susu Lawu must have activities related to tourist attractions to make tourists feel at home longer in that place by carrying out educational tours such as dairy farming activities ranging from feeding cows and milking. Also, there is a unique tourist attraction in Singolangu, namely the "Numpak Sapi" tour. In addition to the appeal of raising cattle, the community activities of Singolangu Hamlet, namely agriculture, can also be used as a means of education for visitors to know how to farm/grow crops and to feel the sensation of picking vegetables.</p> <p>Something to See In Singolangu Hamlet, there are tourist objects and tourist attractions that reflect Kampung Susu and can be enjoyed by visiting tourists such as being able to see how the production process of various dairy products, feed management, see the processing of waste produced from milk products, cow dung, and so on.</p> <p>Something to Buy There are facilities in Singolangu Hamlet so that visiting tourists can shop, especially Singolangu milk products that are produced directly by the local community (a group of native Singolangu mothers) such as pasteurized milk, milk candy, yogurt, ice cream, and milk sticks.</p> |
| Cultural Potential | Cultural potential, namely all creations, tastes, and human works in the form of historical artifacts, customs, handicrafts, arts, buildings, monuments, etc. (Pendit, 2002) | Based on the results of the interview, the area of Kampung Susu, Singolangu Hamlet has a lot of cultural potentials which is still preserved by the local community to this day. One of the cultures in Singolangu Hamlet is the tradition of Pageran and the Reog Ponorogo art performance, namely in the month of Muharram/Sura. | The cultural potential in Singolangu Hamlet can be used as a supporting tourism potential that can be developed as tourism support for the Kampung Susu Lawu in the village settlement area, especially in Singolangu Hamlet, Magetan Regency. The Pageran tradition and the Reog Ponorogo art performance can be used as a supporting tourist attraction which is only held during special events, namely in the month of Muharram / Sura. |
| Nature Potential | Nature Potential, namely the physical condition of an area with a diversity of numbers and types of flora and fauna (Pendit, 2002) | Based on the results of observations, Singolangu Hamlet has the appeal of nature tourism in the form of mountainous areas with natural beauty that are still very well preserved so that it gives a cool impression and the atmosphere feels natural. And based on the results of interviews with the local community, the majority of the land in Singolangu Hamlet is planted with various organic farms such as leeks, carrots, cabbage, potatoes, tomatoes, squash, mustard greens, and strawberries. In Singolangu Hamlet, there are also hiking trails as a classic route to the footprint of Prabu Brawijaya V. | The potential for natural beauty in Singolangu Hamlet is having a panoramic view of the mountains that gives a cool impression and a natural feel. The expanse of agricultural land adds to the natural beauty. Coupled with the contours of the land in the form of terraces with typical rural settlement conditions and various organic agricultural plants, it creates its own uniqueness. Apart from the natural beauty, in Singolangu Hamlet, there are also hiking trails. As a classic route, the area around the hiking trail has been developed by the youth of Singolangu hamlet while maintaining existing local wisdom. |

After identifying the tourism potential in Kampung Susu Lawu that can support the development of sustainable tourism, it is followed by determining which tourist attractions have the potential to be developed. In determining the object of tourist attraction used the Likert scale method, where the questionnaire research instrument was first tested for validity and reliability. Following are the results of the validity test of the potential tourist attraction questionnaire in TABLE II.

After testing the validity of the 11 statements, the reliability test will then be carried out to determine the extent

to which the measurement results remain consistent. To test the reliability using the Cronbach's alpha formula. The results of the reliability test of the 11 statement items are very reliable with reliability, the statistical value of 0.861 so that each statement item of the research instrument can be declared stable and consistent. The following results of the reliability test on the research instrument can be seen in TABLE III.

Several statement items that have been tested for validity and reliability are used as research instruments for analysis of

potential tourist attractions using a Likert scale with a score level of 4. The following is a table of criteria for potential tourist attractions in TABLE IV.

TABLE II. The Validity Test of the Potential Tourism Attraction Questionnaire

| No | Statement Items | R - count | R- Pearson Table | Decision |
|----|---|-----------|------------------|----------|
| 1 | Feeding dairy cows has the potential to be a tourist attraction | 0,511 | 0,361 | Valid |
| 2 | Milking a cow has the potential to be a tourist attraction | 0,494 | 0,361 | Valid |
| 3 | The "Numpak Sapi" vehicle has the potential to be a tourist attraction | 0,637 | 0,361 | Valid |
| 4 | Farming/gardening has the potential to be a tourist attraction | 0,904 | 0,361 | Valid |
| 5 | Picking fruit/vegetables has the potential to be a tourist attraction | 0,625 | 0,361 | Valid |
| 6 | Seeing Cattle Feed Management has the potential to be a tourist attraction | 0,704 | 0,361 | Valid |
| 7 | Seeing Cow Waste Management has the potential to be a tourist attraction | 0,846 | 0,361 | Valid |
| 8 | Seeing how to process Dairy Products has the potential to be a tourist attraction | 0,521 | 0,361 | Valid |
| 9 | Shopping for Dairy Products has the potential to be a tourist attraction | 0,548 | 0,361 | Valid |
| 10 | Seeing the "Bersih Desa" / "Pageran" Tradition has the potential to be a tourist attraction | 0,487 | 0,361 | Valid |
| 11 | Mountain Climbing has the potential to be a tourist attraction | 0,798 | 0,361 | Valid |

TABLE III. Reliability Test of the Potential Tourism Attractions Questionnaire

| Value set | Cronbach Alpha value | Decision |
|-----------|----------------------|-------------|
| 0,6 | 0,861 | RELIABILITY |

TABLE IV. Criteria for Potential Tourism Attractions

| Aspect | Variable | Tourist Attraction | Score Criteria | |
|---------------------------|--------------------|--------------------------------------|---|--|
| Village Tourism Potential | Something to do | Feeding dairy cows | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | Milking a cow | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | The "Numpak Sapi" vehicle | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | Farming/gardening | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | Picking fruit/vegetables | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | Something to See | Seeing Cattle Feed Management | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | Seeing Cow Waste Management | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | | Seeing how to process Dairy Products | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | Something to buy | Shopping for Dairy Products | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | Cultural Potential | | | |
| | Cultural Potential | "Pageran" Tradition | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |
| | Nature Potential | | | |
| | Nature Potential | Mountain Climbing | 1. Not potential to be developed 2. Less potential to be developed 3. Potential enough to be developed 4. Very potential to be developed | |

The questionnaire research instrument was conducted on 30 respondents. As for the determination of tourist attraction, a score classification is made to determine the criteria for each tourist attraction. The criterion score is calculated to determine the rating scale, which is to determine the lowest and highest limits on a scale. The classification of the score can be seen in TABLE V.

TABLE V. Classification of the assessment scores

| Aspect | Total Score | Description |
|---------------------------|-------------|------------------|
| Village Tourism Potential | 1-1,75 | Not potential |
| | 1,76-2,5 | Less potential |
| | 2,51-3,25 | Potential enough |
| | 3,26-4 | Very potential |

Then, the results of the above assessment will be used to determine what potential tourist attractions can be developed in Kampung Susu Lawu, Singolangu Hamlet, Magetan Regency. The results of the tourism potential scoring can be seen in TABLE VI.

TABLE VI. Respondents' Perceptions of Tourist Attractions in Kampung Susu Lawu

| Aspect | Tourist Attraction | Score | Criteria |
|------------------------------|--------------------------------------|-------|------------------|
| Tourist Attraction Potential | Feeding dairy cows | 3,7 | Very potential |
| | Milking a cow | 3,63 | Very potential |
| | The "Numpak Sapi" vehicle | 2,46 | Less potential |
| | Farming/gardening | 2,8 | Potential enough |
| | Picking fruit/vegetables | 3,7 | Very potential |
| | Seeing Cattle Feed Management | 3,2 | Potential enough |
| | Seeing Cow Waste Management | 2,96 | Potential enough |
| | Seeing how to process Dairy Products | 3,8 | Very potential |
| | Shopping for Dairy Products | 3,33 | Very potential |
| | "Pageran" Tradition | 3,2 | Potential enough |
| | Mountain Climbing | 3,03 | Potential enough |

From the table above, it can be seen that the tourist attraction in Kampung Susu Lawu has the potential to be developed and can attract tourists. The low and less potential variable is the "Numpak Sapi" tourist attraction. Based on the results of interviews with respondents, this is because the majority of cows in Singolangu are dairy cows, so they cannot be ridden because they can reduce milk productivity. The main tourist attractions in Kampung Susu Lawu with high value and potential are the activities of feeding dairy cows,

milking them, observing cow feed management, seeing cow waste processing systems, seeing cow product processing, and shopping for dairy products as souvenirs. Besides that, supporting tourism also has the potential to become a tourist attraction, namely witnessing the "Pageran" tradition which is only held once a year in the month of Muharram / Sura, mountain climbing for those who have a hobby of climbing, farming/gardening, and picking fruit/vegetables. The potential tourist attraction in Kampung Susu Lawu can be seen in Figure 2.



Fig. 2. Tourism Attractions in Kampung Susu Lawu

C. Potential for Accessibility in Kampung Susu Lawu

The potential for accessibility is directed at providing easy mobility and interaction for the community in residential areas within the tourism development planning area. In this case, the level of accessibility in Singolangu Hamlet is quite easy to access because it is directly connected to the main road. However, the road conditions in residential neighborhoods to tourist center locations tend to be inadequate because the road conditions are slightly damaged and are not wide enough for large vehicle access. The road conditions in Singolangu Hamlet can only be passed by two-wheeled transportation modes, namely motorbikes and four-wheeled vehicles (cars). The distance between Singolangu Hamlet and Plaosan Terminal is about 4 km, while the distance between Singolangu Hamlet and the center of Magetan Regency is about 17 km with a travel time of about 30 minutes. The following is a table of the concept of accessibility development in Singolangu Hamlet in TABLE VII.

TABLE VII. Potential Accessibility of Kampung Susu Lawu

| Aspect | Existing Conditions | Stakeholder Opinions | Potential Development |
|----------------|--|--|---|
| Road Condition | The road condition has not fulfilled the aspect of supporting the tourist route even though the primary route is a residential neighborhood route. The road width is narrow (4m) and can only be passed by one four-wheeled vehicle. | Road conditions influence tourism development. This concerns the ease of access and the interest of tourists to visit. | <ul style="list-style-type: none"> • Opportunity to be developed as a tourist route with the repair of damaged roads. • Implementing a one-way circulation path so that vehicles do not have to cross over, visitors also have the opportunity to surround the settlement |
| Road signs | There are no road signs to the location of the tourist center in Singolangu Hamlet | Providing road signs is a solution so that tourists don't get lost. | <ul style="list-style-type: none"> • Addition of road signs indicating one-way circulation |



Fig. 3. One-way Circulation of Singolangu Hamlet

Singolangu Hamlet on the accessibility variable, namely road repair, application of one-way circulation paths, and the addition of road signs indicating one-way circulation. The following Figure 3 shows the concept of one-way circulation in Kampung Susu Lawu.

D. Potential Availability of Supporting Facilities in Kampung Susu Lawu

The availability of supporting facilities is a very important aspect, especially for a tourist area. In Singolangu Hamlet, there are already several supporting facilities that have been provided, but there are also many facilities that are not yet available. Therefore, it is necessary to increase adequate tourism support facilities to have a high influence on tourism progress. Supporting facilities include parking facilities, lodging facilities, restaurant facilities, and other facilities. Analysis of the potential supporting facilities in the tourist area is in TABLE VIII below.

Based on the table below, it is known that some of the potential for tourism development in Kampung Susu Lawu in

TABLE VIII. Tourism support facilities in Singolangu Hamlet

| Aspect | Existing Conditions | Potential Development |
|--------------------|---|--|
| Homestay | There are no homestay facilities in Singolangu Hamlet | Homestay has the potential to be provided in several residents' houses which will be specially prepared for tourists if they want to stay in people's homes. |
| Tour Guide | There are no tour guide facilities in Singolangu Hamlet | Tour guides will be carried out by competent local people and given prior training. Tour guides are in charge of assisting, tourist information. |
| Souvenir Shop | There is already a display of processed dairy products, but the location is quite far from the tourist center that was built. | Addition of souvenir shops in the form of local products from the local community, such as milk, t-shirts, batik, and vegetables. |
| Toilet | There are toilet facilities available at the tourist center locations. | The addition of several toilet points that can be accessed directly by tourists. |
| Parking Area | <ul style="list-style-type: none"> There is vacant land that has not been used for parking for small vehicles at tourist center locations There is not enough land for large vehicle parking near the main road | <ul style="list-style-type: none"> Making empty land around tourist sites like parking lots that visitors can easily access. Planning a parking area for large vehicles located near the main road Sarangan-Tawangmangu. |
| Mosque | There is already a large mosque in the middle of Singolangu hamlet | Added a mosque near the location of the tourist park in Kampung Lawu, Singolangu Hamlet |
| Information Center | There is no tourist information center yet | Added a tourist information center in Singolangu Hamlet |



Fig. 4. Tourism support facilities in Singolangu Hamlet

E. Institutional Potential in Kampung Susu Lawu

Stakeholders who play a role in making decisions according to tourism policy in Magetan Regency in Kampung Susu Lawu are the Magetan Regency Government assisted by the Department of Animal Husbandry and Fisheries, the Department of Tourism and Culture of Magetan Regency, and other related departments. In addition, it is also assisted by the local government, namely Sarangan Village and the local Singolangu Hamlet Head. Several other stakeholders helped in the development of Kampung Susu Lawu, namely Dompot Dhuafa, Bank Jatim, and Bank BRI. Dompot Dhuafa acts as a facilitator or community companion in developing tourism in Kampung Susu Lawu. Also, Dompot Dhuafa helps in funding. Meanwhile, Bank Jatim and Bank BRI provide loan assistance to local people who want to develop their business in the dairy farming sector and the tourism sector. The concept of tourism development is carried out by increasing the capacity of human resources and tourism management systems. This institutional capacity building aims to increase the efficiency of the time and resources needed. The following is the concept of the institutional structure in Kampung Susu Lawu.

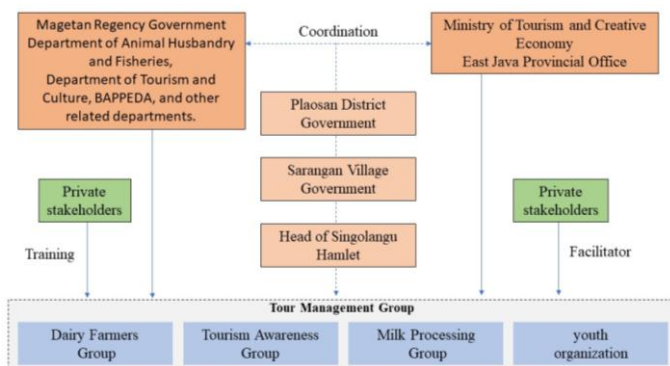


Fig. 5. The Institutional Concept of Kampung Susu Lawu

The role of the government in developing tourism in Kampung Susu Lawu is as a facilitator with various assistance and training programs. Local people design their own tourism models to be developed. The development of a tourist village runs according to the needs of the community, and there must be a guarantee for the involvement of the local community. The existing institutions in Singolangu Hamlet are the milk processing group, the dairy farmer group, the youth organization, the Tourism Awareness Group, and others. Assistance to the tourism management group of Kampung Susu Lawu in Singolangu Hamlet is needed to oversee the tourism development process. Assistance is carried out by stakeholders who have competence in their fields, assistance can be carried out by providing training and coaching programs to local communities to become independent. Apart from assisting, they must also form a community organization for the community-based management of Kampung Susu Lawu. The members of the tour manager come from the indigenous people of Singolangu Hamlet.

V. CONCLUSION

The conclusion of the study of the potential for tourism development in the settlement of Kampung Susu Lawu in Singolangu Hamlet, Magetan Regency is as follows:

1. Various tourist attractions can be developed in Kampung Susu Lawu, namely educational tourism activities on raising dairy cows. The activity began by visiting the dairy farming area in the Singolangu hamlet. Then look at the process of raising dairy cows, feeding dairy cows, milking milk, seeing the processing of dairy products, seeing the management of feed for dairy cows, and seeing the processing of cow dung waste. Visitors are also invited to do farming activities and stay overnight at Singolangu Hamlet. Also, at certain times (Muharam / Sura Month), visitors can also witness pageran traditional activities by walking around the village at night.
2. In addition to the potential for tourist attraction, the potential for accessibility in Kampung Susu Lawu can also be developed, namely making improvements to damaged roads, implementing a one-way circulation path, and adding road signs indicating one-way circulation.
3. The potential for the availability of supporting facilities in Kampung Susu Lawu can be developed by providing homestay facilities in several people's homes, providing tour guides by the local community, and adding local product souvenir shops. Besides that, it can also be done by building several public toilets, adding parking areas, providing prayer rooms, and a tourist information center.
4. To increase institutional capacity in Kampung Susu Lawu, assistance is required by stakeholders who are competent in their fields, assistance can be carried out by providing training and coaching programs to local communities to become independent. Apart from assisting, they must also form a community organization for the community-based management of Kampung Susu Lawu.

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