



BRANDING IN THE DEVELOPMENT OF MATARAM ANCIENT KINGDOM TOURISM VILLAGE IN PLERET KELURAHAN BANTUL, YOGYAKARTA SPECIAL REGION

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Abstract: *The development of tourist villages is one of the efforts to improve the local community's economy. The development of the potential possessed by the village is one way out that can be offered. Pleret Village, which is located in Pleret District, Bantul Regency, Special Region of Yogyakarta, has various potentials that can be developed. Especially in the field of tourism. The development of tourism potential owned by Pleret is still in the development and revitalization stage. The tourism village branding activities carried out by the 2021 UNS KKN TIM include making profile videos, tourism village logos, and publications on social media. This branding activity is carried out to introduce or promote the potential of Pleret village, especially in the field of tourism to a wide audience. The more recognition of the potential possessed by the village of Pleret will later bring in domestic tourists and will increase the economic lift of the surrounding community who had been affected by the pandemic. Tourism village branding carried out by the 2021 UNS KKN TEAM in collaboration with various parties who participated in helping the smooth running of the program. The expected output is being able to raise the tourism potential of Pleret village, helping to increase MSMEs around tourist destinations, fiber being able to provide a new perspective where the digital world has a very effective and efficient role in various fields, especially in this case tourism village marketing.*

PENDAHULUAN

Pandemic Covid-19 in Indonesia accreting every day that affect the community. The fields of health, education, economy and tourism experienced serious shocks. The tourism sector has experienced a decline in visitors in the past year. During the Covid-19 Pandemic, the Government implemented various ways to suppress the spread of the virus with various variants in the community by limiting activities outside the home. According to the Instruction issued by the Minister of Home Affairs on the orders of the President, the Java and Bali regions must implement the Enforcement of Restrictions on Community Activities or what is commonly called PPKM. The impact that is felt by the wider community as a result



of the implementation of this restriction is a decline in the economy. During PPKM, government policies in the tourism sub-sector have not been fully opened. This results in reduced visitors and revenue for tourist areas.

According to Nuryanti (In Yuliati & Suwandono, 2016) a tourist village is a form of a combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with applicable procedures and traditions so as to make the village a tourist destination. Pleret Village is a village that was once the capital of the Mataram Kingdom, located in Kepanewon Pleret, Bantul Regency, Special Region of Yogyakarta. Pleret Village has many local tourist destinations which are still in the development and revitalization stage. Tourist destinations owned by Pleret village include; Banyu kencono, Mbulak Wilkel, Susur River, Ratu Malang Nature Reserve, Kauman Mosque Relics, Pleret Museum, Kerto Cultural Conservation.

The riverside tour is a natural tourism that can be used also for water sports, which is located on the opaque river, Pleret Village. The river crossing starts from Genjer village to the back of the village which covers a distance of about 3 km. This activity can be a pleasant tourist experience. There is a Banyu Kencono restaurant as well as a café which is located on the edge of the Opak river which is a river crossing. Banyu Kencono itself is a culinary tourism village destination that provides a place to relax with fresh natural nuances. In addition, there is a heritage destination from the Old Mataram Kingdom which is not far from Banyu Kencono, namely the Malang Queen's Tomb Nature Reserve. The Cultural Heritage of the Queen's Tomb of Malang is a historical tomb from the Old Mataram Kingdom or also known as Antakapura which means the palace of death. The existence of this tomb is closely related to the buried figures, namely Ratu Mas Malang and Ki Panjang Mas. Ratu Mas, before becoming the wife of concubine Amangkurat I, was the wife of Ki Panjang Mas, a famous puppeteer in the era of the Mataram Sultanate. The tomb of the Queen of Malang is located in Padukuhan Gunung Kelir, to be able to visit the tomb, tourists must climb many stairs made of natural stone because the place is above Mount Sentono. Mbulak Wilkel is a tourist area developed by a village farmer group because it has experienced improvements in irrigation being used to increase income. Mbulak Wilkel is located not far from the Queen's Tomb of Malang which has a beautiful feel of rural rice fields. Mbulak Wilkel has quite a number of huts built on the side of the road beside the rice fields which are used for sightseeing, relaxing, resting and enjoying the treats that have been provided by the surrounding MSMEs.

There is a lot of tourism potential in Pleret village, but in a pandemic that is not yet known when it will recede, the tourist village is experiencing various obstacles. One of the obstacles felt by the people of the Pleret tourist village is the lack of introduction and promotion of the Pleret tourist village to the general public. As a result, many tourist attractions are still empty of visitors and only known by certain groups of people. From this problem, the Group 278 Real Work Lecture Students were moved to help the development of the Pleret tourist village in order to maximize the potential that the Pleret village has.

METHODS

Tourism village branding activities to support the tourism village development program are carried out offline (outside the network) which are located in the Pleret Village environment and several tourist attractions in Pleret Bantul Village while still implementing strict health protocols, namely using masks, washing hands, and maintaining distance. The



technique used in the implementation of branding to build a tourist village is observation, interviews with tourist village managers, and taking photos and videos of each Pleret tourist destination. The purpose of branding tourist villages is to improve, develop, and introduce tourist destinations that have high potential. The implementation phase of this activity consists of 2 sessions in branding tourist villages, namely:

a. First Session

The activities in the first session are observing tourist village places by student groups, then meeting with tourism village management partners. Interviews were conducted with the head of the tourist village for introduction of tourist destinations, deepening, discussion of obstacles and discussion of plans for branding tourist villages.

b. Second Session

The activities in the second session, namely after getting the right information, the KKN group students took action (execution) of branding the tourism village by producing videos and photos to be uploaded to the timeline or social media in order to expand the reach of visitors.

RESULTS

Community service activities with the title "Branding in the Development of Tourism Villages Legacy of the Old Mataram Kingdom in Pleret Village, Bantul DIY" were carried out in collaboration between the UNS KKN Team Group 278 and Pleret Village. This activity aims to build a tourist village through branding a tourist village to introduce it to the general public and expand the network of visitors to increase village income. This activity was carried out from August 8 to August 24, 2021 for 16 days to determine the precision of video shooting and the number of tourist destinations. The procedure for implementing the tourism village branding activity is carried out through the following stages:

a. Observation

The UNS KKN Team Group 278 observing various tourist village destinations to get to know the location of tourist villages.

b. Interview

This interview activity The UNS KKN Team met with the tourism village manager to get to know the tourist village better from the potential, constraints and the process for branding that the KKN Team would carry out.

c. Implementation of Tourism Village Branding

d. After analyzing and gathering information through observation and interviews with the manager of the UNS KKN Team, Group 278 carried out tourism village branding activities. The first activity process of branding a tourist village is by making a tourism village logo as a symbol and advice to strengthen the branding of a tourist village.

The second tourist village branding process starts from taking pictures in each tourist village destination, namely Banyu Kencono, Mbulak Wilkel, Malang Queen's Tomb Reserve, Sungai Susur and Pleret Museum. The third tourist village branding is by taking videos of tourist village destinations to be uploaded on the media platform.



Figure 1. Mbulak Wilkel Tourism Village Destinations

Source: Activity Documentation, 2021

CONCLUSIONS

Activities and work programs that have been carried out in the UNS Real Work Lecture (KKN) Building Pleret Village received a positive response from the Village Head of Pleret Village as the village leader and the local community. This community service activity is intended to provide motivation to the tourist village community in dealing with several problems, one of which is the Covid-19 Pandemic situation. Through *platforms*, the social media the *Instagram* and *YouTube* potential of tourist villages can be known more widely by the public which will increase visitors. The logo which is a symbol of the Pleret tourist village will increase public knowledge. In this KKN activity, it aims to increase visitors and improve the welfare of MSMEs in tourist villages, especially Mbulak Wilkel.

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HALAMAN INI SENGAJA DIKOSONGKAN