

Development of Padang Sumampeer Rural Area as a Leading Tourism Destination in Kendal Regency Indonesia

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Abstract:

Rural area development aims to accelerate the quality of development, empowerment, and quality of community services through a participatory approach. In Indonesia, there are 62 rural areas that have become National Priority Rural Areas, one of which is the Padang Sumampeer Area Kendal Regency, which was established through Regent Decree Number 180/191/2023 with the theme of agro-tourism. The existing problem is has a development activity plan program. The purpose of this research is to development plan for the Padang Sumampeer area as an agro-tourism destination in Kendal Regency. The research method uses a mixed methods by approaching the development of superior potential areas in each village area. The results of rural delineation based on the regional spatial plan show that the majority of the Padang Sumampeer area has a direction for the development of plantation areas (932.45 hectares) and horticulture (305.95 hectares). The potential products of the Padang Sumampeer area that can support the development of agro-tourism partly come from home industry product, including kolang-kaling, ant sugar, palm sugar, bandrek and robusta coffee. The development of rural areas in the study area is based on superior and supporting products, including agricultural and plantation product clusters, livestock clusters, fisheries clusters, home industry product clusters and tourism product clusters. Based on the results of the analysis of the priority scale of development activities, it shows that the tourism product cluster and home industry product have the highest priority scale in the development of the Padang Sumampeer Area as an agro-tourism destination.

Keyword: Padang Sumampeer, Rural area, Tourism destination

1. Introduction:

Rural area development is an inter-village development effort that is carried out to improve and accelerate the quality of development,

empowerment, and the quality of community services through a participatory approach (Syam et al., 2022). In Indonesia, there are 62 rural areas that

have become National Priority Rural Areas, one of which is the Padang Sumampeer of Limbangan District, Kendal Regency. Furthermore, when referring to Regent Regulation No. 29 of 2022 concerning the local government work plan of Kendal Regency, the target of realizing rural area development in Kendal Regency is two documents, one of which is the Padang Sumampeer Rural Area, Limbangan District, which has been determined through Regent Decree Number 180/191/2023. The area covers 4 villages, namely Sumber Rahayu Village, Peron Village, Pakis Village and Gondang Village which is abbreviated by the name Padang Sumampeer, with the theme of the Agro-tourism area.

Padang Sumampeer Rural area has an area of 18.82 km² with an altitude of 200-1000 meters above sea level, the type of soil in the form of andosol and latosol makes the soil conditions in this area suitable for plantation and agricultural activities, so that the main land use in the form of agricultural activities is 1,056.17 hectares. Located on the slopes of Ungaran Mount, Padang Sumampeer rural area has abundant tourism potential, both natural and artificial tourism, for example, waterfall tourism that utilizes the natural potential and springs from Ungaran Mount. In addition, educational tourism was also developed in order to integrate the potential of agriculture and animal husbandry and socio-culture with tourism activities. With the abundance of potential in the Padang Sumampeer area, the theme of the area is agro-tourism.

The purpose of the implementation of rural area development is to modernize and strengthen the rural economy (Diartho et al., 2017). The existence of rural area development will increase the commodity potential of existing resources and maturation in sectors that are still weak. However, since the planning and establishment of the Padang Sumampeer rural area, there has been no program plan to be implemented in rural area development. The existence of the Padang Sumampeer area has not been optimally developed due to the ineffectiveness of the institutions of each village and BUMDes (village-owned enterprises). In

addition, the obstacles and challenges faced in the development of rural areas lie in the commitment of each village as a member of the rural area, consistency and unity of stakeholders in program implementation and assistance. Some issues also arise such as the lack of utilization of resources (superior commodities, socio-culture, and tourism) to activity programs that will be carried out to develop rural areas. Whereas in the process of developing rural areas, there are several principles, namely participatory which includes village and community institutions; holistic and comprehensive by taking into account aspects of community life (physical, economic, socio-cultural) carried out by various components; sustainable which means that development activities are carried out continuously, integrated, balanced, transparent and fair. In the future, the community will be the driving force for its own resources, so it is necessary to create sustainable intermediaries (Jafra, 2019).

The problem-solving approach in this study, in order for the implementation of rural area development to run smoothly, several policies or strategies are needed, such as the establishment of BUMDes and joint regulations on cooperation between villages in rural areas, the establishment of BUMDes bylaws, and rural area development programs by exploring the potential that exists in each village, especially in the field of tourism. This is because tourism is one of the driving sectors of the economy that requires more attention (Zakaria et al., 2014). The establishment of BUMDes is also important because BUMDes functions as a support for community needs through distribution services for the provision of goods and services, as well as an element and instrument for driving the community economy (Hardika et al., 2020). In addition, the development of rural areas must also involve various parties and increase the capacity of the community which is the subject of development and supports the optimization of development (Jafra, 2019)(Hakim, 2019). The urgency of this research stems from the absence of a rural area development activity plan program in the Padang Sumampeer Area, so that the village government

and local government do not yet have directions related to the program to be developed. The purpose of this study is to prepare a rural area development planning strategy for Padang Sumampeer. In this study, a combined research method between qualitative and quantitative (mixed methods) is used by approaching the development of commodity areas or superior potential that exists in each village area. The results of this study can assist village governments and local governments in implementing rural area development based on programs that have been recommended in the results of this study.

2. Theoretical Framework

Previous research related to rural area development has often been carried out by focusing on strategy and evaluation. However, there is no study that focuses on rural areas with the theme of agro-tourism in Kendal Regency. The relevant research with the theme of agritourism is in the rural area development plan of Hulu Palik Subdistrict and the rural area development plan of Banyuwangi Regency. The study of Rural Area Development in Hulu Palik Subdistrict and Banyuwangi refers to Permendes PDTT No. 5 of 2016, while the research to be conducted refers to the latest regulation,

namely Permendes PDTT No. 194 of 2023. The two studies also only analyzed commodity clusters and supporters, while this research will conduct a priority scale analysis. In Central Java it self, there is also a study on the development of the competitiveness of the Warisan Bumi Lestari rural area in Tegal Regency with the theme of historical sites and cultural heritage, while for the agro-tourism theme rural area in Central Java there is in Kendal Regency and will be studied in this study by identifying the characteristics of each rural village and aligning with the policies and programs that have been prepared by each agency or government.

3. Method

3.1 Research Sites

The research locations are in 4 villages in Limbangan Sub-district, Kendal Regency, Central Java Province, Indonesia, consist of Pakis Village, Sumber Rahayu Village, Peron Village, Pakis Village, and Gondang Village (Padang Sumampeer). The consideration of the location selection is because the location has been designated as the Padang Sumampeer Rural Area by the Regent of Kendal. The following picture shows the research sites.

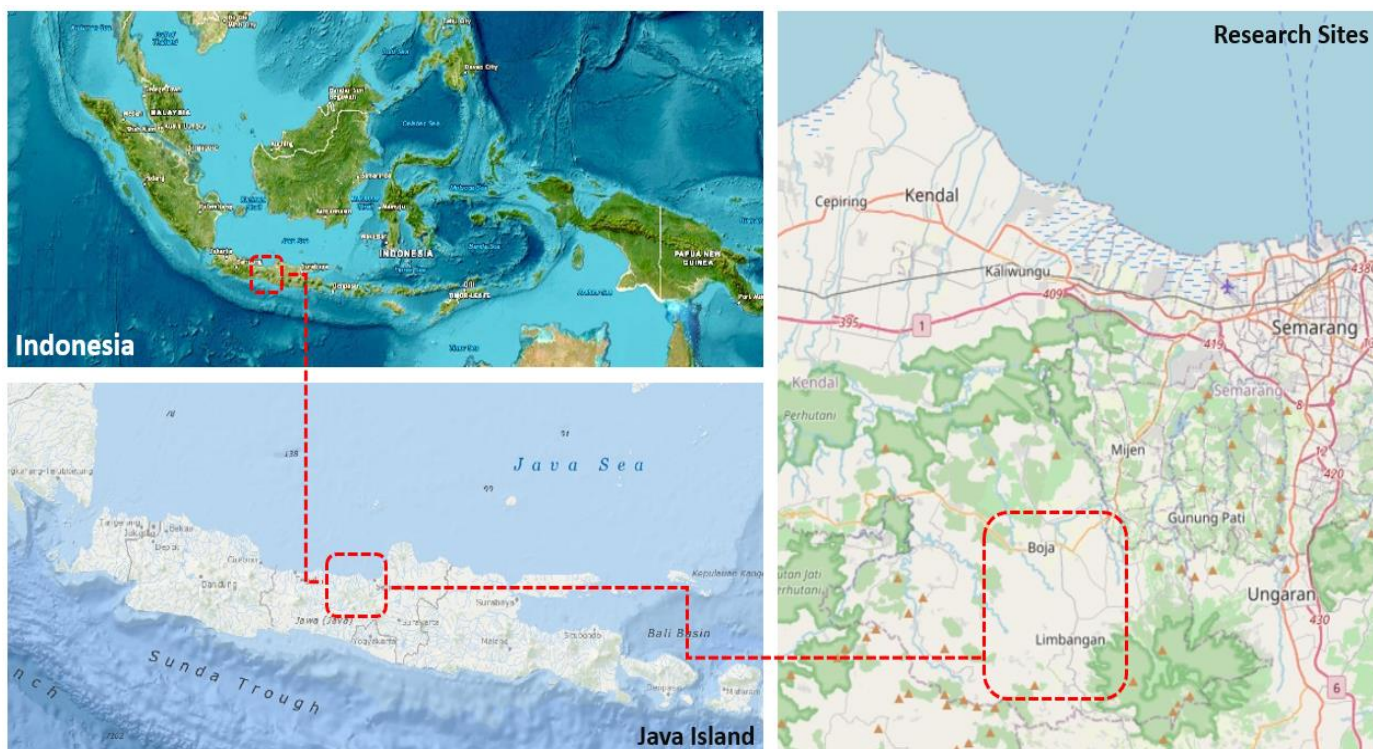


Figure 1. Research Sites (Source: ESRI Base Map, 2024)

3.2 Research Design & Data Collection

This research was conducted using mixed methods, combining qualitative and quantitative methods to obtain complete, reliable and comprehensive data. The data required were primary data and secondary data. Primary data was obtained through observation and interviews, while secondary data was obtained through literature and data from related agencies. The data needed in this research are primary data and secondary data. Primary data collection is obtained by conducting observations and interviews with respondents. Secondary data collection is obtained by conducting literature studies of various related documents at various government agencies. The research data consists of basic physical land, economy, population and socio-culture, service infrastructure, institutions, village development status, agriculture, fisheries, plantations, tourism, home industry product and spatial planning.

3.3 Data Analysis

Rural Area Cluster Analysis

This analysis was conducted to identify strategic issues, activity needs, and various parties that will

play a role in rural area development. The cluster analysis is divided into 2 (two), namely product clusters and supporting service clusters. The product cluster, analysis is carried out from production facilities, processing, to product marketing, while in the supporting service cluster, analysis is carried out regarding education, health, energy, infrastructure, and transportation. To analyze rural area clusters, the following steps were taken:

1. Identifying activities that have been carried out by related parties.
2. Identifying the problems faced and the activities needed.
3. Identifying the party implementing the required activities.

Priority Scale Analysis

The priority scale is used to determine the priority of activities in rural area development. In analyzing the priority scale, a scoring system is carried out which is assessed from 4 indicators, namely: urgency, scope of impact, ownership/readiness of resources, and management institutions. The scoring system can be seen in the following table.

Table 1. Scoring of Priority Scale Analysis

No	Indicator	Criteria	Score
1	Urgency	Not urgent	0
		Urgent	1
		Very urgent	2
2	Impact on society	Very small (< 5%)	0
		Small (5-50%)	1
		Large (>50%)	2
3	Resource ownership		
	Natural Resources	Don't have	0
		Process	1
		Have	2
	Human Resources	Not ready	0
		Process	1
Ready		2	
4	Managing Institution	Not ready	0
		Process	1
		Ready	2

Source: Analysis result, 2024

Determination of the priority scale based on the number of scores/values obtained, with the following provisions:

- 1) Priority scale 1 has a total score of 9-10
- 2) Priority scale 2 has a total score of 7-8
- 3) Priority scale 3 has a total score of 5-6
- 4) Not prioritized has a sum of score ≤ 4

The priority order of activities is seen from the highest number of scores, if there are activities with the same score, it is seen from greater urgency, and if the activities are the same in number of scores and urgency, then priority is given to activities that have less cost requirements.

4. Result and Discussions

4.1 Rural Area Delineation

Padang Sumampeer rural area has geographical conditions in the form of highlands, with a wealth of natural resources that support the development of tourism. The delineation of rural areas based on Kepmendes No. 14 of 2023 is based on the regional spatial plan, village spatial plan and community aspirations. Based on regional spatial plan and spatial pattern map of Kendal Regency spatial pattern the majority of Padang Sumampeer rural areas have directions in the form of plantation areas in platform villages and horticultural areas focused in 3 villages, namely Gondang Village, Pakis Village, and Sumber Rahayu Village. The following shows a map of the direction of the spatial pattern of the Padang Sumampeer area.

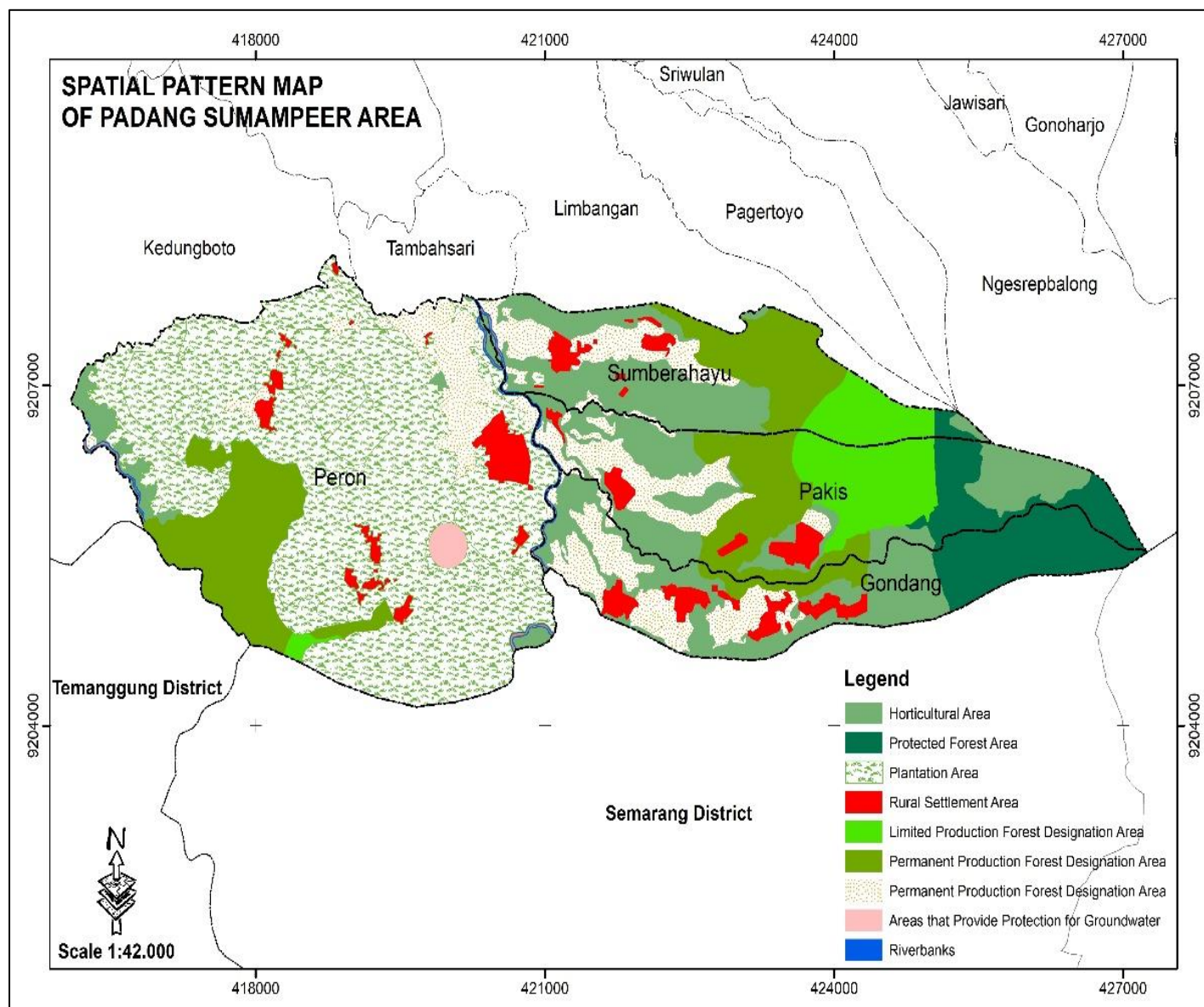


Figure 2. Spatial Pattern Map of Padang Sumampeer

(Source: Spatial Data Processing, 2024)

Based on the direction of the spatial pattern contained in the Limbangan sub-district detailed spatial plan document, there is a dominance of the direction of the plantation area of 932.45 hectares, followed by the direction of permanent production forest of 397.27 hectares and the direction of food crops of 305.95 hectares. These directions are in accordance with community activities that focus on the utilization of natural resource processing, based on the utilization of plantation land and horticultural land areas. Geographical conditions in the form of highlands affect the availability of abundant water sources from surface water and groundwater, as well as air temperature conditions that are suitable for the development of plantation commodities.

Based on the groundcheck conducted from the results of village potential and information from the community in the Padang Sumampeer rural area, Gondang Village acts as the center of the area while Pakis Village, Peron Village, and Sumber Rahayu Villages are supporting villages. The center of tourism activities is in Gondang Village, which utilizes the potential of nature, agriculture, and animal husbandry as an educational tourism package, so that the development of the center of the Padang Sumampeer area related to tourism is directed more to Gondang Village. The development of the home industry product supporting sector is centered on Peron Village as a village that excels in processing plantation products such as coffee and aren palm. The potential products of rural areas in Limbangan District include processed products from community agricultural products such as coffee, palm trees and avocados as superior commodities in the "Padang Sumampeer" Rural Area. From the various raw materials above, they are then processed into home industry product that are ready for consumption, home industry product produced

from Limbangan District include: kolang kaling, processed ant sugar, palm sugar, bandrek, and processed robusta coffee.

4.2 Tourism Development Potential

The agro-tourism development plan in the Padang Sumampeer area is based on the results of field surveys and scoring of urgency parameters, scope of impact, ownership/readiness of resources/superior products, and management institutions, where the results of the scoring produce 5 development cluster plans, including agricultural and plantation product clusters, livestock clusters, fisheries clusters, home industry product clusters, tourist product clusters. the following is an explanation of each agro-tourism development cluster at the research site.

Agricultural and Plantation Product Clusters

The agricultural and plantation cluster in the Padang Sumampeer Rural Area has several leading commodities in various sectors, such as in the agricultural sector dominated by food crops in the form of rice, with a planting area of 1,038 hectares with a production capacity of 3,659 tons, besides that in the plantation sector of the Padang Sumampeer Rural Area there are several commodities such as coffee plants, sugar palms, rubber and avocados. In addition to this sector, Limbangan Subdistrict also has commodities in the form of horticultural crops (vegetable crops) with various types including: carrots, leeks, cucumbers, chayote, chilies, tomatoes and mustard greens centered in Gondang Village. The development of agricultural and plantation activities at the study site can be carried out with the aim of increasing the role in supporting agro-tourism, including the construction of farm roads and irrigation channels to increase water supply in agricultural areas (Bagus et al., 2022)(Abdi et al., 2024), besides that, post-harvest wards and processing of horticultural commodities can also be carried out to increase the selling value of agricultural products (Arts et al., 2022)(Lantarsih & Gupta, 2024). The following is documentation and location of agricultural products in the Padang Sumampeer Area.



Figure 3. Agriculture and Plantation Potential

(Source: Field documentation, 2024)

Livestock Clusters:

The Padang Sumampeer area has potential in the form of livestock clusters in Sumber Rahayu Village and Gondang Village. Livestock products in the form of sheep in Sumber Rahayu Village with a total of 90 heads managed by livestock groups. Furthermore, there are also cattle farms in Gondang Village with various types of cattle such as limosin, simental cattle, and brahma (local) cattle with a total of 14 heads. The type of animal husbandry in the Padang Sumampeer Rural Area is a type of animal husbandry with a fattening method which is later sold when the age and weight are

met. The development of livestock clusters to support agro-tourism in the Padang Sumampeer area can be done through an inventory of sheep cages to increase production capacity (Šerić et al., 2023)(Kardi, 2024), in addition to routine counseling and coaching activities need to be carried out to farmer groups in an effort to increase competence in cultivation. Marketing of livestock products must also be considered to maintain price stability at harvest time (Al-Ghaswyneh, 2023)(Doddy et al., 2024). The following is documentation and location of livestock products in the Padang Sumampeer Area.



Figure 3. Cattle and Sheep Farming in Padang Sumampeer

(Source: Field documentation, 2024)



Figure 4. Spatial Distribution Farm in Padang Sumampeer

(Source: Field survey, 2024)

Fisheries Clusters:

The fisheries cluster in Gondang Village with catfish cultivation managed by individuals with a total of 24 ponds measuring 8x8 meters. The capacity of each pond is around 8,000-9,000 heads with the harvest distributed to Semarang, Salatiga, Kendal, and surrounding areas. In addition, there are other types of fish kept privately, namely koi fish in Gondang Village and the potential for large-scale aquaculture in Sumber Rahayu Village. Fisheries in the Padang Sumampeer area is one of the great potentials to be developed, supported by abundant water resources. Diversification of cultured fish species will be one of the things that

needs to be pursued, seeing the composition of fish species that are still uniform. Fisheries cluster development can be done by increasing the capacity of catfish cultivation to increase harvest productivity (Torsabo et al., 2024). Counseling and guidance from the fisheries extension center also needs to be done to improve the skills and knowledge of farmers in fish farming (Tarno, 2023). Furthermore, irrigation system management also needs to be done to improve the quality of cultivation in the study location. The following figure shows the fish cultivation and development locations in the study sites.



Figure 4. Catfish Farming in Padang Sumampeer

(Source: Field documentation, 2024)

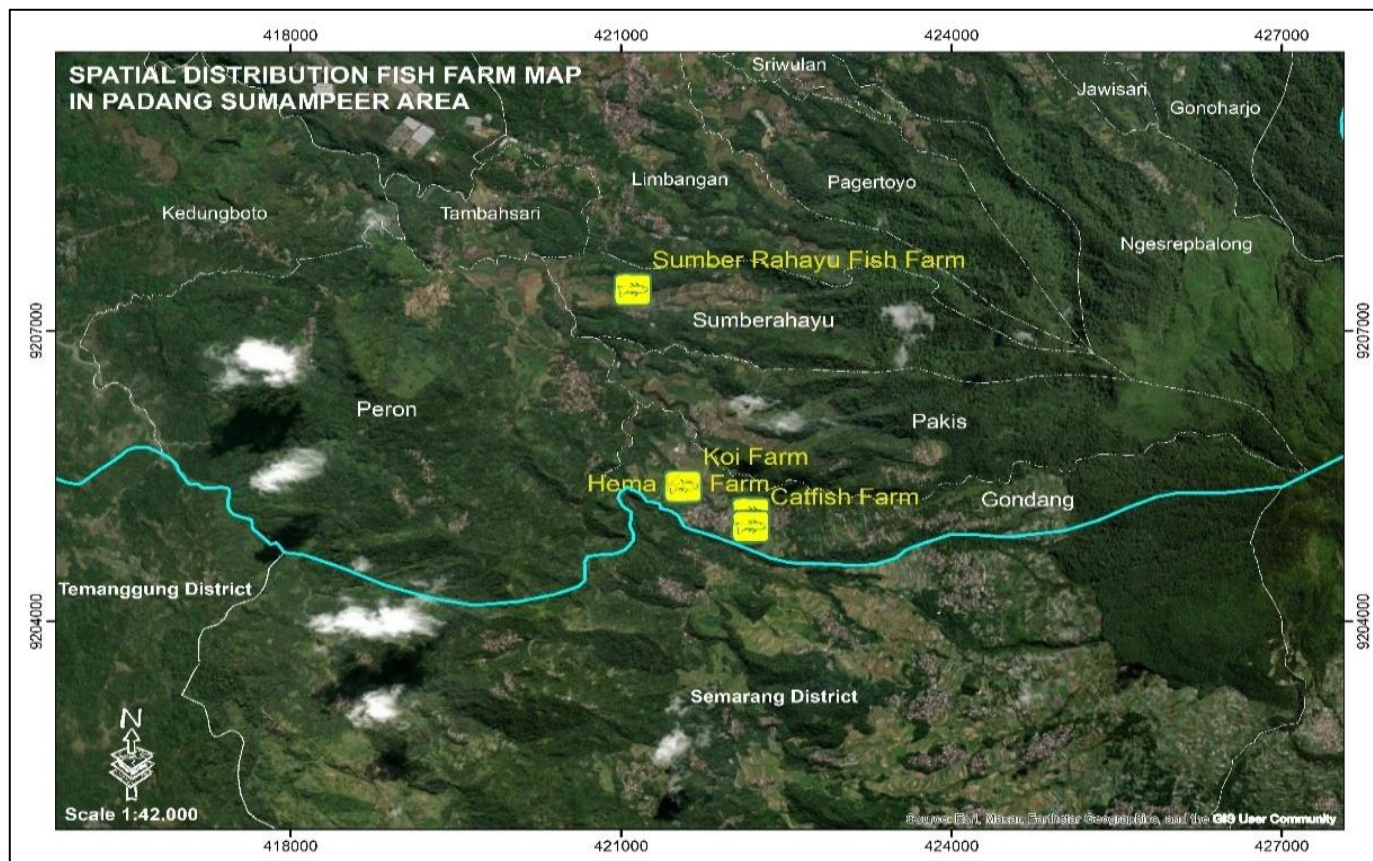


Figure 4. Spatial Distribution Fish Farm in Padang Sumampeer

(Source: Field survey, 2024)

Home Industry Product Clusters:

The home industry product cluster in the Padang Sumampeer area comes from processed natural resources from four villages. Some plantation products that are processed as home industry products include coffee, aren palm and empon-empon plants as ingredients for herbal medicine. There are various types of home industry products in the Padang Sumampeer area, including Peron Village with processed coffee products (Matawana Coffee and Simbah Manggung Coffee). These processed coffee products already have labels and packaging as well as distribution licenses and business licenses. In addition, Peron Village also has processed palm sap with product diversification in the form of ant sugar and bandrek, where palm sugar production can reach 3-4 kg with a nira collection capacity of 10 liters/day. Home industry products are also produced from Gondang Village in the form of processed empon-empon products under the name “Herba Tiga Sehat” with raw materials such as turmeric, ginger, temulawak, kencur, secang, black cumin, red ginger, and others. Home industry product “Herba

Tiga Sehat” already has a packaging label, distribution permit and business license. In addition, in Gondang Village there is also a Gethuk Frozen D'mangan product, where the business is carried out by the Karya Utama farmer group which processes cassava agricultural products into gethuk.

Home industry products are also found in Sumber Rahayu Village in the form of processed coffee under the name “Semit Coffee”, which is processed by individuals with a small scale of production. Furthermore, in Pakis Village there are processed palm products in the form of brown sugar “Muya Arenga” and kolang-kaling which is made into dodol. Muya Arenga brown sugar is a pure brown sugar product produced by individuals manually and marketed within the village. Meanwhile, the kolang-kaling dodol product is processed by the Agro Sumilir UMKM group in Pakis Village, which tries to innovate in processing kolang-kaling into dodol. This product has not been marketed widely and is only produced incidentally when there are orders. Cluster development of home industry products can be done by facilitating

production equipment so as to increase the number of products produced in each home industry (Tambunan, 2023). In addition, training and assistance in product packaging and marketing also need to be done to increase the quantity of product

sales produced (Agitha et al., 2024). Products and locations of home industry products in the Padang Sumampeer area can be seen in the following figure.



Figure 4. Home Industry Products in Padang Sumampeer (Source: Field documentation, 2024)

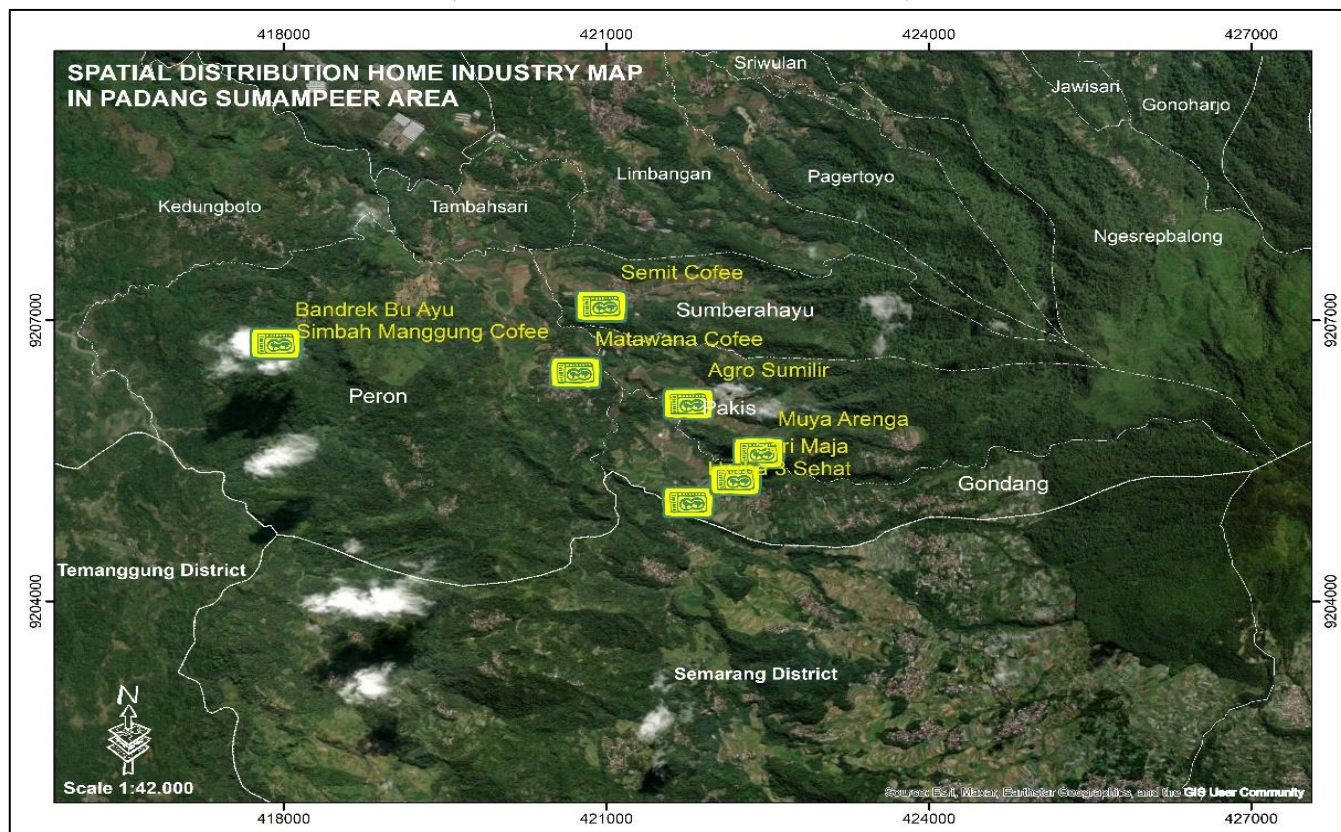


Figure 4. Spatial Distribution Home Industry in Padang Sumampeer (Source: Field survey, 2024)

Tourist Product Clusters:

Tourism in the Padang Sumampeer area consists of natural, artificial and socio-cultural tourism, besides that there is also the development of homestays as tourist support facilities in the region. The leading tourist destinations in the Padang Sumampeer area are Lembah Nirwana and Curug Panglebur Gongso located in Gondang Village. The tourist attractions are at an altitude of 1000 meters above sea level, located on the lower slopes of Mount Ungaran, so they have cool air and beautiful natural scenery. In addition, there is also an artificial tourist attraction Gondang Park with

views of rice fields and Mount Ungaran. Furthermore, in Gondang Village there is also a campground area that is often used by activities from elementary school, junior high school and senior high school. Furthermore, there is the Cemoro Kembar waterfall located upstream of the Corong River which offers natural beauty and coolness of the forest. Currently, there is an educational tour package that combines agricultural, livestock, socio-cultural, and natural tourism to play water in Curug Panglebur Gongso. The following picture shows the tourist attractions in Gondang Village.



Figure 4. Tourist Destinations in Gondang Village

(Source: Field documentation, 2024)

Furthermore, Peron Village also has a natural tourist destination, namely Watu Sumong in the form of a large rock as a tourist attraction. In addition, the attraction offered is a panoramic view of the village seen from the top of a large rock. Visitors can take selfies at the top of Watu Sumong. Another tourist attraction is in Sumberahayu Village, namely Wanasari Panoramic which is an artificial tourist attraction in the form of an avocado garden that can be harvested by yourself, swimming pool, cafe, camping ground, flying fox and panoramic views of the village that can be seen from the top of the hill. The owner also sells

avocado seeds typical of Sumber Rahayu Village with the Adriana Avocado type that can be purchased by tourists. Meanwhile, in Pakis Village, there is the Gubug Lereng Merangan tour with beautiful views of Mount Ungaran and rice fields. In addition, Pakis Village also has natural tourism potential in the form of Curug Tundo Tigo and Curug Citroarum with natural beauty and clarity and coolness of water from Mount Ungaran springs, where the two waterfalls are in the forest so that access is difficult. Development for the tourism product cluster can be done by improving infrastructure at tourist sites to improve services to

visitors, such as signage, toilets, places of worship and others (Purboyo et al., 2024)(Kartika et al., 2024). In addition, increasing attractiveness also needs to be done to increase visitors' interest in these attractions, where increasing attractiveness can be done by increasing the role of tourism

awareness groups to be more active in selling and promoting tourism objects in each location (Tahir et al., 2023). The following picture shows the tourist attractions and spatial distribution in the Peron, Sumber Rahayu and Pakis Village.



Figure 4. Tourist Destinations in Peron, Sumber Rahayu and Gondang Village
(Source: Field documentation, 2024)

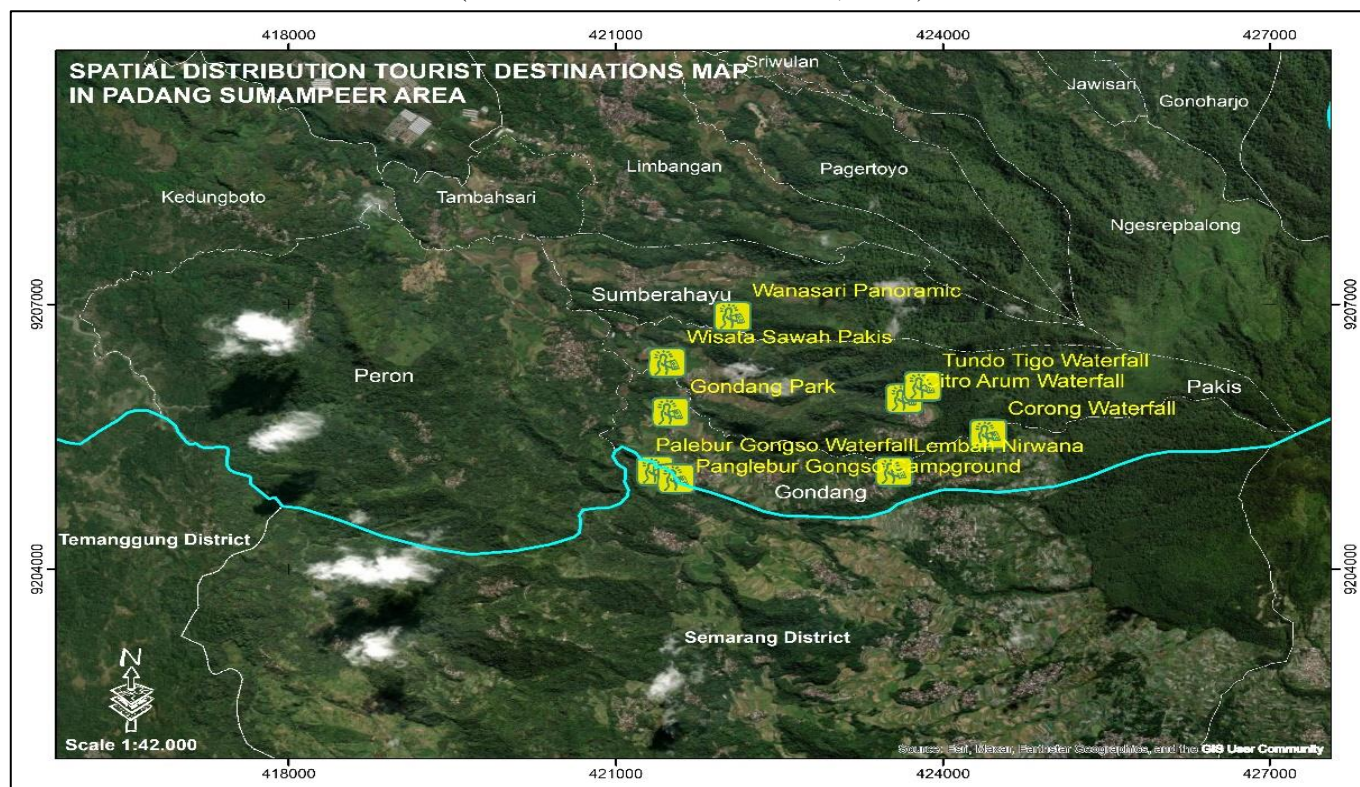


Figure 4. Spatial Distribution Tourist Destinations in Padang Sumampeer
(Source: Field survey, 2024)

5. Conclusion:

Based on the research results it can be concluded that results of rural delineation based on the regional spatial plan show that the majority of the Padang Sumampeer area has a direction for the development of plantation areas (932.45 hectares) and horticulture (305.95 hectares). The potential products of the Padang Sumampeer area that can support the development of agro-tourism partly come from home industry product, including kolang-kaling, ant sugar, palm sugar, bandrek and robusta coffee. The development of rural areas in the study area is based on superior and supporting products, including agricultural and plantation product clusters, livestock clusters, fisheries clusters, home industry product clusters and tourism product clusters. Based on the results of the analysis of the priority scale of development activities, it shows that the tourism product cluster and home industry product have the highest priority scale in the development of the Padang Sumampeer Area as an agro-tourism destination.

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