

---

## Local wisdom: Sustainable Tourism Development

Noor Faridha<sup>1</sup>

<sup>1</sup>Moch Sroedji University of Jember [Noorfaridha26@gmail.com](mailto:Noorfaridha26@gmail.com)

DOI: <https://doi.org/10.32528/iss.v1i2.185>

\* Correspondence:

Noor Faridha

Email:

[Noorfaridha26@gmail.com](mailto:Noorfaridha26@gmail.com)

Published: Juli, 2022



**Copyright:** © 2022 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY NC) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** Tourism Villages are a key driver of Indonesia's economic growth, helping to boost GDP, enhance international trade volume, and boost global investment. Jember's administration must take the most tangible actions possible to build local tourism wisdom. The goal of this research is to examine destination branding using local knowledge. A qualitative technique is used in this research. Participant observation, in-depth interviews, and focus group discussion are used to gather data. The researcher supplemented the data using information from the documentation. The tourism strategy of Sidomulyo village in carrying out tourism branding based on local wisdom is shown by the employment of a tourism slogan, according to the findings

**Keywords :** Local Identity, Local Wisdom, Tourism

---

### INTRODUCTION

The tourist industry is currently a focus of the government's national strategy. Tourism is not only a supporting, but also a driving force behind national growth. As a result, tourism management must be done consistently and long-term, with an emphasis on policy, infrastructure, and current resources. Responsible tourism or responsible tourism activities will be created by good tourism management [1]. According to [2], government tourism management is critical for attracting tourists. It becomes a focal point that the government's and other parties' policies and management are well-executed, since this will stimulate climate creation and tourist progress. It is carried out in the form of reinforcement towards integrated national development.

The government and connected parties' destination branding plays an important role in promoting and marketing tourism in accordance with the tourism destination concept branding. In order to achieve regional goals, branding can incorporate strategic factors into one measurable formula to develop characteristics, define differentiation, build a favorable image, and boost competitive advantage. [3]. For travelers that desire to visit Indonesia, each tourist destination has its own charm. With tourism potential across multiple provinces. East Java Province, with its natural wonders, is one among them. Despite the province of East Java's modest size, travelers will find a wide range of enjoyable tourism attractions. There are various possible places, including those in Jember Regency. The different responsibilities that contribute to the growth and development of a tourist attraction cannot be separated. The Sales and Digital Marketing Department is a crucial aspect

---

in advancing a firm. Others will be unaware of the existence of tourist attractions in a given location if the tourism object's management does not make an effort to promote them. Although the public is aware of the existence of this recreational vehicle, marketing communication is still required, particularly in Sidomulyo Village, which provides community empowerment-based tourism such as various wood fossils in the coffee garden area at the foot of Mount Raung, people's batik centers, and a variety of traditional culinary delights. Visitors can use the typical train of this village community, which is a rival of similar enterprises, to reach to the tourist location point.

Modern tourism is a tourism concept that defines itself as a product of modern business, both destinations and the creative economy, transportation, accommodation, recreational venues, and artistic attractions packaged into an outstanding and appealing tour package. Destinations, transportation, tourism promotion, and resources are only a few of the major components of modern tourism. In a different light, the Indonesian government divides the tourism sector into numerous key components, including the tourism industry, tourism destinations, tourism marketing, and tourism institutions [3]. Continuous efforts and breakthroughs in accomplishing the aims to be attained are required to reinforce the notion of destination branding in the growth of tourism. The government, in this example the Jember Tourism Office, which is supported by the Regency/City Tourism Office, must think alike and work together to achieve a common goal and mission. Traditional leaders and cultural figures, tourism object managers, tourism MSMEs, and the business sector, among others, must support and provide input in this situation to encourage integrated tourism growth. Human, media, perceptual, and cultural characteristics all contribute to the quality of a tourism destination brand. As stated in Tourism Law No. 10 of 2009, "Tourism is an integral aspect of national development that is carried out in a methodical, planned, integrated, sustainable, and responsible manner, while safeguarding religious and cultural values, sustainability, and environmental quality, as well as national interests." Tourism is inextricably linked to local knowledge. This shows that in order to enhance the tourism sector, it is necessary to figure out how to cultivate local wisdom that is already present in the community and make it broadly available to tourists. According to [4], local knowledge and tourism communication are inextricably linked, as existing cultural activities are employed as tourist attractions, resulting in strong cohesion in the development of the tourism sector based on local wisdom. Tourism branding in Jember is more difficult than it appears; there are historical, social, and cultural factors to consider. Specifically, how the community establishes a way of life that will later be expected to support the expansion of existing tourists.

The problem investigated in the study is how the government and tourism stakeholders are working together to brand destinations in the context of local wisdom. This research is expected to add to the lack of local wisdom-based research by understanding and analyzing the processes carried out in destination brands in the context of local knowledge. This research looks at the realities of

---

tourist development in Sidomulyo, both what existing now and what will be accomplished in the future. This is also supported by a number of earlier research references that were used to design the research project.

This article aims to conduct a systematic review sourced from references in various journals in the form of empirical research and conceptual studies to identify the findings and contributions resulting from the previous study.

## METHOD

A case study was used as a research strategy. Case studies, according to [5], are one of the scientific study methodologies for examining current events, involving direct observation of the occurrences and conducting interviews with the individuals involved. The data was collected by monitoring those involved in situations where the researcher was present and followed and watched what was done in the allocated period. In-depth interviews with 16 people from the two tourism offices, tourism players, indigenous peoples, and the government, including the DPRD and allied tourism offices, were done. The research took place in Sidomulyo Village, Jember Regency, from January to March 2022.

[6] Data analysis approaches were used by the Researchers rework notes taken during field observations to fit the needs of the study. Interviews must be recorded and then continued by transcribing the outcomes of the interviews into sheets, as well as notes taken during observations that must be investigated further. As a result, researchers can evaluate which information is critical and which information is not

## RESULTS AND DISCUSSION

Tourism is a fast-paced industry that demands both creativity and innovation as well as close attention. As a result, both government attention and public knowledge are required in accepting and processing tourism developments. Indonesia considers the tourist sector to be the most important sector for the country's growth and community welfare, and as a result, the Indonesian tourism sector is fast expanding (Kemenparekraf, 2020). However, not every locale has fully exploited its tourism potential. In the next interview, this is clarified.

"Despite the Covid 19 pandemic, tourism in Jember, particularly in Sidomulyo village, has developed significantly in comparison to other locations 5 or 10 years ago. However, because tourism is such a dynamic industry, there is still much to be done and completed. As a result, we must continue to make adjustments, both creatively and innovatively. Today's people are much more aware of tourism, and many Community Based Tourism initiatives are emerging, which are increasingly giving color and attention to Sidomulyo tourism, which has the motto "forward the village, happy for the citizens." (Interview with kamilludin, January 13, 2022)".

Although the tourism sector in Sidomulyo village is not yet at its peak, there are signs that the government is paying more attention and that public awareness is

---

growing, particularly among the millennial generation, which is very creative and innovative in packaging existing destinations for social media promotion. Tourism development in Sidomulyo village will be most successful if all essential players, from the Tourism Office to the community, work together. This is critical for the growth of current tourism destinations to work together. Tourist visits, both local and foreign, have surged in recent years. Tourist sites are becoming more well-known, thanks to social media campaigns promoting tourism communities. This means that tourism branding will involve a larger community.

"The tourism in Sidomulyo village is excellent, but it has not been effectively exploited. Many local tourists, as well as tourists from other nations, come to learn about the philosophy and folklore of the introduced place or tourist attraction. Coffee farms owned by local residents are one of the first places to be addressed as tourism grows. Visitors can experience the thrill of immediately observing the coffee processing process and tasting the coffee beans directly from the tree as one of the coffee facilities in Jember that produces robusta coffee. The local community understands and feels that tourism must be properly developed and managed. So that more people arrive, and, of course, the present community prospers." (Hafid, Interview, January 21, 2022)".

When faced with the realities of tourism development based on the creative economy, Sidomulyo tourism should be considered from an economic perspective based on society. Isn't Sidomulyo exclusively reliant on the destination tourism sector, but how? Enable the ecosystem to evolve in a creative and inventive manner.

"A creative-based economic model is required." Not simply based on natural resources, we must be innovative in developing an economy based on human resources, which is nature-based but not over-exploited. The first option is tourism; why tourism? The potential for beauty is seen, which is founded on both culture and creation. Culinary, customs, and other topics are included. (Interview with Sampono, General Nono, February 8, 2022)".

The community plays a critical role in the development and maintenance of local wisdom. When the context of local wisdom can be brought to the public with appealing packaging and uniqueness attention, there is something that sells. When we talk about local knowledge, we're referring to a collection of factors that have come together as a result of the community's development. Everything is valuable because of customs, culture, social order, customs, traditions, stories, ideologies, symbols, and history. Because the tourist concept created in Sidomulyo is tourism based on local expertise, it is clear that the community must be able to package and market what they have. This is because, as Muddin (Interview, 27 February 2022) explains, tourism paired with indigenous wisdom, like Bali, has its own magnet. As a result, everything linked to local wisdom must be developed and protected in order to make Sidomulyo a marine destination and local wisdom acceptable for tourists in order to provide quality tourism.

---

"There is a tourism industry known as 3A, which stands for amenities, cultural attractions, and accessibility. To promote Sidomulyo tourism based on local knowledge. Of course, tourist attractions, customs, and supporting items must all emphasize the importance of local knowledge. The Sitanala Corner is advocating for the development of cultural attractions that might be produced in current tourist destinations." (Interview with Mattita-puty, Ella, 21 February 2022).

Based on all of the interviews and first observations, it is clear that tourism in Sidomulyo village has a name and a specialization. The maritime sector was brought to the public in this example, but the village of Sidomulyo is still lagging behind other locations that are focusing on growing the tourism sector. There is no seriousness in tourism development in the village of Sidomulyo, starting with community preparation, then management of tourist items, inadequate supporting infrastructure, and a government and stakeholders that have not efficiently synergized. Then create a strategy for what will be done and prioritized in the tourism industry. It has three parts: a short-term strategy, a medium-term strategy, and a long-term strategy. All three must be able to invigorate each other so that Sidomulyo tourism is not only successful when it is held, but also sustainable so that the public has faith in Sidomulyo village tourism.

Aspects of indigenous wisdom are also underdeveloped. In fact, the village of Sidomulyo has its own set of conventions, culture, arts, traditions, and customs. If this is developed and established, it will become one of the most appealing tourist sites, and it will undoubtedly develop, affecting the economy and welfare of the inhabitants of Sidomulyo village. With this finding, the study backs up prior research on the value of branding in the tourism industry.

## CONCLUSION

The goal of this research was to identify and assess the branding process in connection to local wisdom. Creating tourism based on local wisdom by integrating tourist goods with cultural attractions is one of the government's accomplishments in destination branding. Then, in Sidomulyo village, Jember district, building communication with traditional and religious leaders can synergize by giving birth to local community products such as dances, traditional music, customs, cultural attractions, and local life that can be shown to tourists, as well as attempting to consolidate with the central government and related agencies in the development of supporting infrastructure to support tourism development.

The Spice Islands serve as the gateway to the development of tourism based on indigenous wisdom in the context of Sidomulyo tourism. However, the issue of local wisdom is still neglected in general. Sidomulyo, in fact, has its own set of customs, culture, arts, traditions, and habits. As a result, the value of Sidomulyo village's very rich local culture should be promoted and created so that it can have a far greater impact, according to this study.

---

**REFERENCES**

- [1] M. A. K. Tapatfeto, J. L. . Bessie, and A. Kasim, “Strategi Pengembangan Objek Wisata dalam Upaya Peningkatan Kunjungan (Studi Pada Objek Wisata Pantai Oetune Kabupaten TTS),” *J. Manag.*, vol. Vol.6, no. 1, pp. 1–20, 2018.
- [2] A. Hasan, “Jurnal Media Wisata,” *J. Media Wisata*, Vol. 13, Nomor 1, Mei 2015, vol. 13, no. November, 2015.
- [3] M. Farhan and N. F. Agustin, “Sustainable Tourism Development Studi Kasus Di Sindu Kusuma Edupark ( Ske ) Sleman,” 2018.
- [4] I. Bakti, S. Sumartias, T. Damayanti, and A. R. Nugraha, “Pengembangan Model Komunikasi Pariwisata Berbasis Kearifan Lokal di Kawasan Geopark Pangandaran,” *J. Kaji. Komun.*, vol. 6, no. 2, p. 217, 2018, doi: 10.24198/jkk.v6i2.18459.
- [5] P. A. L.R.Gay, Geoffrey E. Mills, *Educational Research*. 2021.
- [6] J. W. Creswell, “RESEARCH DESIGN Qualitative, Quantitative, and mixed methods approaches SECOND EDITION,” 2020.
- [7] D. Conyers, “Perencanaan sosial di dunia ketiga,” Yogyakarta Gajah Mada Univ. Press, 1991.
- [8] M. Iqbal, “Analisis Peran Pemangku Kepentingan dan Implementasinya Dalam Pembangunan Pertanian,” *J. Litbang Pertan.*, 2007.
- [9] E. A. Ningsih and Dian Dwi Laksani, “Analisis Daya Saing Sektor Pertanian Indonesia (Agriculture In Indonesia : A SWOT Analysis),” *Pros. PERHEPI 2014*, 2020.