



Potential Development of Brayut Cultural Village, Sleman District, Yogyakarta

Adyanti Putri Ariadi^{1,a)}, Dimas Wihardyanto^{2,b)}, Muhammad Sani Roychansyah^{2,c)}

¹Master Student, Master of Tourism Architecture, Faculty of Engineering, Gadjah Mada University.

²Lecturer, Department of Architecture and Planning Engineering, Faculty of Engineering, Gadjah Mada University

^{a)}Corresponding author: adyanti.putri@gmail.com

^{b)}wihardyanto@gmail.com

^{c)}saniroy@gmail.com

Abstract. Brayut Tourism Village is an agricultural and culture - based tourism village located in Sleman Regency. The potential of nature and culture is very interesting to be developed further. However, during its development, there are some emerging issues which damage the environment and the life of Brayut Tourism Village society. The purpose of this research is to maintain and preserve the potential for sustainable tourism of Brayut Village. This research used a qualitative descriptive method, including explaining development strategy covering various aspects, which are the environmental, sociocultural, and economic direction of physical and non-physical development. For the sake of the continuity of the uniqueness of nature and culture, Brayut Tourism Village that grows in the middle of Sleman Regency development area requires sustainable tourism management. The important element in the development of village tourism is the involvement of villagers in every aspect of tourism activities in the village.

Keywords : cultural village, tourism village, development strategy, sustainable, Brayut.

BACKGROUND

Historically rural tourism in Indonesia has grown in diverse ways. Some originated from an interest in plantation activities, some of which originated from the knowledge about cultures that were more focused on researching the activities of living in an isolated society with its original and distinctive culture [1]. Many specialists notice the need to diversify the traditional agricultural activities from mountainous rural areas, taking into consideration the idea of starting farms-based tourism businesses [2]. Rural tourism is located in rural areas, has a reduced scale, is characterized by a traditional/local origin and different forms of manifestation [3]. The tourist market shows a growing interest in the countryside as a leisure space, providing open space for outdoor recreation, contact with nature and culture, socialization opportunities in a distinct environment, which is valued for its contrast to stressing city life, return to the origins and the authentic, often associated with some nostalgia of the “good old times” [4].

Brayut sub-village is a rustic in Pendowoharjo village, Sleman District, Sleman Regency, Special District of Yogyakarta. This village is one of the dozens of tourism villages spread in Sleman district. Before becoming a tourism village, Brayut Sub-Village is an agricultural village. One of the uniqueness parts of Brayut Sub-village is to have a distinctive environment of the sabuk inten (the name for the area surrounded by rice fields). Agriculture is their main livelihood so that the rice fields are a diamond for them. The change of Brayut Sub-Village from an agricultural village to a tourism village takes place slowly and through a very long process. The change began with the idea of a villager named Budi Utomo in 1990. He was a graduate of the Faculty of Social and Political Sciences Gadjah Mada University. Mr. Budi Utomo founded the Ani-Ani Foundation in 1999 centered in his home, in the northern part of Brayut Sub-Village. The purpose of the foundation was to develop an alternative tourism for

foreigners [5]. Ahimsa-Putra [5] explained that what was done by Mr. Budi Utomo was known by Mr. Sudarmadi as Chairman of Karangtaruna in Brayut Village. Mr. Sudarmadi was then interested and joined the foundation. In 2001, the Sleman District Government established a village tourism communication forum and Mr Sudarmadi entered the promotion division. Furthermore, on 14 August 2003, Mr. Sudarmadi attempted to revive tourism in Brayut Sub-Village carrying the concept as a tourism village. With tourism village, the community participates in trainings and they apply when there is a tourist visit to their village. In addition to those earning extra income, Brayut Village community also experienced a process of behavior change and community organizing [6].

ROLES AND POTENTIALS OF BRAYUT TOURISM VILLAGE

Generally Brayut Tourism Village is not too much different from other villages, but this village has its own potential and uniqueness compared to other villages. The environment in this village is still a fertile and quite extensive agricultural land, having a wide variety of plants, fruits and vegetables. The agricultural system in this village is still simple so that the processing of agricultural land is still done manually by using simple equipment, like plowing rice fields with cows, hoeing and picking paddy, while the mechanical equipment is still not able to shift the habit of working the fields. Most of the productive lands in Brayut Village are used as agricultural land. From 35 ha, 4 ha is the land of yard and residential area.

One proof that the Brayut Village society still preserves their culture is by performing ritual ceremonies, such as, *wiwit* (beginning) if the rice field has produced. This *wiwit* event is a community habit that is derived from the habits of their ancestors. The equipment used for rice harvest is called *ani-ani*. The tradition of harvesting with *ani-ani* is one of the attractions of Brayut Village because it gives a picture of village life that still strongly maintains traditional cultural values. The houses in Brayut Village generally take the form of sinom and joglo which are typical of old Javanese house. Judging from the number of joglo and sinom houses of this village is the proof that the village of Brayut has been inhabited long enough. History proves that the people of Brayut Village have generated a Demang and several village chiefs since the Dutch colonial era. Based on the existing potential, Brayut Tourism Village can be used as an alternative model development of natural and cultural tourism village [7].

PROBLEMS IN BRAYUT TOURISM VILLAGE

In five years of development, there are 980 tourism villages in Indonesia. Sleman District, Special District of Yogyakarta currently has the most number of tourism villages in Indonesia and has a cultural tourism village that has survived very long, namely Brayut Tourism Village. Brayut Tourism Village with all its potential initially wanted to lift the value of local culture but eventually developed into a sector that has economic profit. In terms of creating visitor convenience, Brayut Tourism Village makes some spatial changes to the tourism village. If the tourism village undergoes many spatial changes then the threat is that the rural atmosphere will disappear and cause the decline of tourist interest to visit. Rural tourism destinations should seek alternatives to create a dynamic that attracts/ satisfies tourists without damaging their natural, cultural and social resources [8].

Based on the results of interviews with Mr. Sudarmadi, as Chairman of *Karangtaruna* and Chairman of Brayut Village Management Village, there are some problems or threats in this village.

1. The absence of daily attractions.

There are quite a lot of attractions that can be enjoyed by the tourists in this Brayut Tourism Village. There are choices of tour packages provided by administrators and people of Brayut Tourism Village. The variety of attractions in Brayut Tourism Village is a distinct advantage, but some of these attractions can only be displayed when there are certain events. In addition, activities are also only held when there are reservations in advance in the form of groups, depending on what attractions will be selected. In addition, Brayut Tourism Village as a village of agricultural culture has not highlighted the attractions in agriculture in the tour package; it only mentioned that there is certain agricultural training activity, but it is less clear about what is meant by agricultural training. Larsen [9] recommends that a detailed analysis of the experience lived by tourists should integrate at least the phase of travel planning, the phase of visiting the destination and the individual memories resulting from this experience, after the visit, which is the approach adopted here.

2. It still needs a lot of human resources regarding the implementation of activities and management of Brayut Tourism Village.

Based on monographic data of Brayut Tourism Village obtained in 2010, there is a considerable difference in age and education level of Brayut Village society. Brayut Village community is dominated by people with the age of 40 and older, while the population with adulthood, adolescence, and children do not show too much difference. Brayut Village community is dominated by high school graduates/equivalents and for college graduates/equivalent the number is still minimal. This indicates that Brayut Tourism Village still lacks of productive and competent human resources. So in this case, improving the educational level of the people of Brayut Tourism Village is very important.

TABLE 1. Tour Package in Brayut Tourism Village

Tour Type / Attraction	Cost
<i>Jathilan (Kuda Lumping)</i>	Rp. 500.000,-
Agricultural Training	Rp. 8.000,- / person
Dancing Lesson	Rp. 8.000,- / person
<i>Karawitan</i>	Rp. 8.000,- / person
Learning how to make Batik	Rp. 20.000,- / person
Traditional Game	Rp. 3.500,- / person
Traditional Cooking Package	Rp. 8.000,- / person
Learning about <i>Janur</i> Crafts	Rp. 3.000,- / person
Fishing	Rp. 5.000,- / person
<i>Kenduri</i>	Rp. 18.000,- / person
Stay Package & 3-time Meals	Rp. 70.000,- / person / day
Meeting Room and Sound System Rent	Rp. 250.000,-

3. The pressure of development is quite high.

The issue of development's insistence in Brayut Tourism Village was also delivered by Mr. Sudarmadi. The insistence of development here is the emergence of new and uncontrolled modern buildings. The buildings that appear in the area of Brayut Tourism Village is not in accordance with the image of traditional and cultured village areas.



FIGURE 1. Sausage Factory in the middle of rice fields of Brayut Village

Presented by Mr. Sudarmadi, the construction of the sausage factory did not ask for prior permission to the head of Brayut Tourism Village. The permit for the construction seems to go directly to the authorities, not through licensing from Brayut Village. The original function of the land transformed into a building causes pollution, waste, and noise affecting the environment of Brayut Tourism Village. In addition to this sausage factory, there are also buildings in the form of large and modern houses in the area of Tourism Village Brayut.

DEVELOPMENT STRATEGY

In the implementation of tourism village development, the society is no longer a spectator and they have submitted all development affairs to the government. However, it is expected that the community becomes a partner in the implementation of tourism village development. Some strategies that can be conducted to develop the potential of Brayut Tourism Village are:

1. **Human Resource Development.** Seeing the problem of the lack of productive and competent human resources in Brayut Tourism Village, the strategy of human development is very necessary. This strategy can be achieved, with several planned programs, using these several steps:
 - Guidance and motivation for entrepreneurship
 - Improved skills and ability
 - Emphasizing the importance of moral education and manners
 - Expanding the network of community organizations
 - Inviting people to take part in planning, implementing, maintaining and preserving activities
2. **Local Wisdom-Based Tourism Development Strategy.** Some local wisdom is packed as an activity attraction in Brayut Tourism Village, such as farming traditionally and practicing Javanese arts. Brayut Tourism Village as a tourism village of cultural farming should highlight more on farming attractions. It is related to the local wisdom of the community and for its development strategy. Therefore, it is necessary to pay attention to the following matters:
 - Avoiding any conflicts of interest between adjacent tourism villages
 - Sustainable management of tourism villages and preserving the village of tourism itself
 - The empowerment of the village society itself as part of the tourism village potential.
 - The tourism village packaging is not monotonous, so it does not give the usual impression to the visitors
 - Marketing village tour packages that show the sale value of the village
 - Ability in improving the economy of community who made tourism village

Tourism village in Sleman Regency has a lot of variety and amount. If there is no uniqueness offered from this developed tourism village, then their fate will be the same as the tourism village which only has a slogan as a tourism village but has no activities or attractions displayed. Cooperation with various parties and related agencies is also required for the development of tourism, villages, such as tour and travel, regional tourism office, web or internet promotion, communication media, and other marketing.

3. **Landscape Arrangement.** Seeing the environmental conditions of Brayut Tourism Village today, it is necessary to arrange the landscape that leads to the convenience of tourists who visit. The arid environmental conditions of the village resulted in the declining convenience of tourists. One of the programs based on this strategy is to increase the number of trees along the main road of Brayut Tourism Village. Making jogging track with the appropriate green track in the village is also one of the alternative programs to add landscape beauty as well as being an additional facility (amenities) for the tourists who stay.

Some tourism villages in Bali already have jogging track facilities for the tourists who visit. For example, Kertalangu Cultural Village in Denpasar, Bali, has a cemented jogging track with a width of about 2 meters and a length of 4 kilometers. On the left and right is a rice field with an area of about 80 hectares of green with rice plants, watermelon, chili, and others.



FIGURE 2. Jogging Track in Kertalangu Cultural Village [10]

4. **Optimizing new functions without having to eliminate the role, function, and context of Brayut Tourism Village.** The purpose of this development strategy is to anticipate the absence of daily attractions in the Brayut Tourism Village. Some examples of efforts to achieve this strategy include:
 - Creating a small museum or library. The concept of the museum or small library is as a place to store and tell the history of the Tourism Village Brayut from the beginning of the built up to the current conditions, packed with interesting and interactive presentation. With the museum or small library, tourists can visit the village itself and visit the museum or library in it, no need to wait for the group visit to choose the attraction.



FIGURE 3. Examples of library and museum concepts

- Providing Mini Cinema. Mini movie theater is used for movie screening or coverage about Brayut Tourism Village. Having the same goal with the concept of making a museum or a small library is to see the history or any story ever in this Tourism Village Brayut. Every time there are tourists who come to visit, they can see the films in accordance with the schedule of screenings.

CONCLUSION

Brayut Tourism Village as a village favored by Sleman regency government has the potential of nature and culture that must be preserved and sustainable. In the development of tourism villages, the management needs to pay attention to environmental, social, and economic aspects. For the sake of sustainability of the tourism village, the tourism management is required. Sustainable tourism products are products that are harmoniously managed with the local environment, society and culture so that they continue to be beneficiaries rather than victims of tourism development.

Some of the development strategies that have been described previously include development in environmental, socio-cultural, and economic aspects. The development leads to physical development, attraction development (especially agricultural and cultural attractions), human resource development, and the development of tourism support facilities (*Amenities*).

In Brayut Tourism Village, visitors can experience how to plow rice fields, grow rice, shepherd farm animals, learn arts and Javanese culture, also can taste food with traditional menu. For the village society, the development of the concept of the village as a tourist attraction will have a positive impact, especially from the economic side. Independent tourism village can be realized simply by relying on natural resources and human resources (HR) locally.

One important element in the development of village tourism is the involvement of villagers in every aspect of tourism activities in the village. Tourism Village Brayut has become an independent village, but its development cannot be separated from both internal and external problems.

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