

## Collaboration *ABCGM+* In Developing Tourism *Nglanggeran* Village

***Gunung Kidul* Regency 2018**

Nurhadiyanti<sup>1</sup>\* Muchammad Zaenuri\*\*

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### ABSTRACT

*Nglanggeran* Village is one of the tourist villages that is occupied being discussed even abroad. It was succeed in turning the best tourism village at the ASEAN level. Therefore, it is one of the reasons for this research to analyze the collaboration *ABCGM+* in developing tourism in *Nglanggeran* village. This research is a qualitative research with a case study approach which intends to look at the activities carried out in the daily life of the community as well as the interaction process in groups or individuals. The results of the research related to the collaboration *ABCGM +* in the development of tourism in *Nglanggeran* village showed that to be sure there was collaboration between 6 (six) stakeholders related. Be that as it may, the key stakeholders who are the driving actors in the development of tourism in *Nglanggeran* village are the tourism conscious group (*Pokdarwis*). The synergy that occurs between each *stakeholder* cannot be separated from the existence of the tourism conscious group (*Pokdarwis*).

**Keywords:** *Penta Helix, ABCGM+, Development of Tourism, Pokdarwis*

<sup>1</sup>Corresponding author: nurhadiyanti95@gmail.com

\*Master of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta

\*\*Lecturer at Master of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta

## Introduction

Tourism has a big role in a national development, because in addition to generating regional income, tourism is also a producer of foreign exchange. The tourism sector is closely related to foreign investment, including those who are in business with Indonesia. Tourism attractiveness also varies from region to region, so tourists have so many destinations with their unique variety [1-4].

The Indonesia government has targeting the tourism sector in 2019 to be able to bring in 20 million foreign tourists or foreign tourists and domestic tourists totaling 275 million. In addition, in the tourism sector in 2019 it is also targeted to be able to contribute to the national GDP of 15% with foreign exchange of Rp 260 Trillion, and the tourism sector capable of creating jobs of 12.6 million people. And the tourism competitiveness index is ranked 30th in the world.

**Table 1** Ministry of Tourism Performance Targets 2019

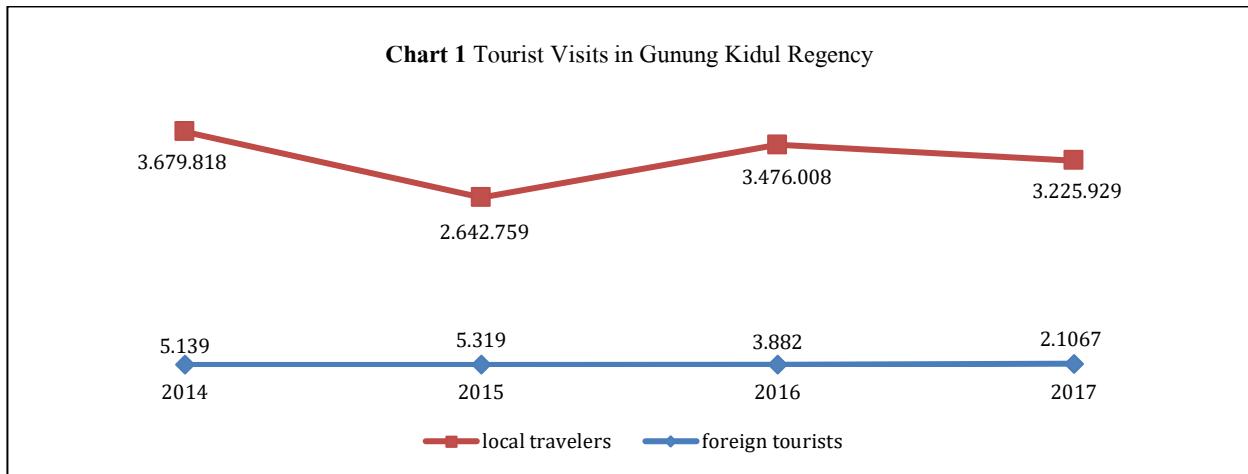
Indicators	2019
1. National GDP contribution (%)	15
2. Foreign Exchange (Trillion Rupiah)	260 *
3. Number of Workers (Persons)	13
4. Competitiveness Index (WEF)	30
5. Foreign Tourists (Million)	20
6. Archipelago Travelers (Million)	275

\* Bank Indonesia Middle Exchange

Source: Ministry of Tourism, 2015.

The tourism performance target announced by the tourism ministry above shows that there must be hard work from every government both at the provincial and regional levels to grow the existing tourism sector. It is not only the responsibility of the government concerned, but also the need for cooperation, both from the public and the private sector.

Special Region of Yogyakarta is one of the provinces with so many tourist destinations and also one of the provinces that is very concerned about tourism objects in the regions including in the countryside so that every regency and city is so awake in its unique tourism, including *Gunung Kidul* Regency. One of the districts in the Special Region of Yogyakarta (DIY) has a very attractive tourist destination and won an award in the context of sustainable tourism at the international level at the beginning of 2018 [5]. Even though in reality the number of visits is still unstable every year. This is seen in the 2017 Tourism Statistics Report.



Source: Yogyakarta Tourism Statistics in 2017.

Based chart above shows that the number of tourists both domestic and foreign has not stabilized. However, it must also be understood that tourism destinations that are very interesting to visit are tourism that pays attention to tourist objects and attractions (ODTW) not only seen from internal but also external related to facilities and infrastructure in certain tourism objects [6].

Related to tourism development which is not only focused on objects and tourism attractions, but also on facilities and infrastructures which is one of the important things that also need special attention. This is because tourists visiting not only from local residents but almost all of the archipelago and even abroad. As stated by [7] that tourist attraction is also supported by facilities to increase tourist interest and loyalty. In this case, *Gunung Kidul* Regency is also considered to have paid little attention to this matter, as evidenced by the tourism data recap.

**Table 2** Facilities and Infrastructures of *Gunung Kidul* Regency Tourism Development

Type of Business	2015	2016	2017
1. Travel / Tourism Bureau	18	21	21
2. Travel Agency	1	2	2
3. Restaurant	620	719	785
4. Pramuwisata	800	860	870
5. Meeting Building	44	51	51
6. Industry Crafts	45	54	54
7. Art Group	206	206	206
8. Tourism Village	17	17	17

Source: Yogyakarta Tourism Statistics in 2017.

One of the villages that is the center of attention in *Gunung Kidul* Regency is *Ngalnggeran* Village, this is because the village is a tourist village that has several objects very interesting tourist destinations to visit, including *Gunung Api Purba*, *Embong Nglanggeran*, *Kedung Kandang* Waterfall and *Nglanggeran Chocolate Griya* [5]. *Ngalanggeran* village became so phenomenal and developed so rapidly after the existence of a tourism conscious group (*Pokdarwis*) which was formed in 2003. The formation of a community that is aware of the importance of tourism management in *Ngalnggeran* village is also expected to have a positive impact on village growth. One of the hopes of this community is to be able to improve the economy of the local community. Therefore, the manager of the *Ngalnggeran* village in collaboration with the whole community made various efforts to create optimal tourism development for the success of tourism itself.

By displaying the stunning natural beauty that makes *Nglanggeran* Tourism Village, *Patuk* District, *Gunung Kidul* Regency get the award of being the best Tourism Village in the ASTA (ASEAN Sustainable Tourism Award) in Chiang Mai, Thailand. Previously, *Nglanggeran* Tourism Village also won as one of the Best ASEAN Tourism Villages in 2017. So *Nglanggeran* Tourism Village is very well known and is one of the places recommended for tourism purposes [1].

To develop the village, *Nglanggeran* Village collaborated with several *stakeholders* who were so influential in increasing tourism development in the village. In this case there is a pattern of cooperation in *Nglanggeran* Village [5,8], which involves 5 (five) *stakeholders* with a collaboration pattern known as *Penta Helix*. *Penta Helix* also known as *ABCGM* that the involvement of the Academics, Business, Community, Government and Media. This is because the *trend* and the era of globalization are increasingly widespread and the existence of the media is also very influential in the development of tourism to attract tourists. Collaboration is one alternative to support a change in the form of cross-stakeholders [9-10].

From government regulations, it is known that tourism development based on the principle of sustainable development and the involvement of other sectors such as the private and public sectors take into account good governance. Theoretically, the development of the tourism sector involving non-state actors in the study of public administration is known as good governance, emphasizing beneficial cooperation between the public and private sectors under good principles [4]. To realize more attractive tourism development, *Nglanggeran* Village cooperates only with internal managers such as the hamlet head and the surrounding community, this is because *Nglanggeran* Village has 5 (five) hamlets making it possible to develop.

After the emergence of community groups that pay attention to tourism in *Nglanggeran* Village and are now incorporated in the Tourism Awareness Group (*Pokdarwis*) forum which was spearheaded by one of the youths in *Nglanggeran* Village itself. Furthermore, *Nglanggeran* Village also cooperates with the Government both at the Village level itself, District, Regency and also DIY Province. Academics who collaborate with *Nglanggeran* Village also become one of the most influential things for the development of *Nglanggeran* Village. This is because the academics here are helping to consecrate tourism itself. For this reason, *Nglanggeran* Village has been greatly helped by the collaboration of the UGM Tourism Center and the UPN who saw the contour of the Ancient Volcano rocks. *Nglanggeran* Village only develops local businesses and local traders to support the needs of visiting tourists. All

forms of cooperation undertaken by *Nglangeran* Village are a form of awareness from the *Ngalnggeran* Village community group to show the tourism potential that their village has. As revealed [11-12] that the urgency of stakeholders is to invite citizens to sit together to take public decisions is the result of planning and consensus through a democratic face-to-face dialogue process.

The hope of the formation of *Penta Helix (ABCGM)* and coupled with the support of tourists (+) is that there is cooperation between several *stakeholders*, but there is still a lack of involvement from *stakeholders* these. As is still unclear what media is indeed collaborating with *Nglangeran* Village to promote the beauty of the tourist village tourism. Same is the case with the mission that helped collaborate for the development of tourism. Information discrepancies related to the cooperation carried out by several *stakeholders* underlie the authors to examine the collaboration *ABCGM+* in Tourism development in the Village. What is the real role of the six stakeholders , then stakeholder which contribute the most or stand out in the development. For this reason, the author wants to analyze the collaboration *ABCGM+* in the development of tourism in *Nglaggeran* Village, *Patuk* District, *Gunung Kidul* Regency.

## Methodology

This research was conducted in one of the villages in *Gunung Kidul* Regency, namely *Nglangeran* tourism village. This research was carried out in 2018 by looking at a number of primary and secondary data. Then, the data collection in this study uses 3 ways, namely by conducting direct interviews with 20 speakers, consisting of UGM tourism research centers, local traders, tourism awareness groups, village leaders, local media and tourists, then making observations to see the condition of the research environment and the last is documentation to see the archives and data needed for research material. Moreover, processing in this study uses data analysis techniques cited from [13] which maps data processing starting from *data reduction* or summarizing, selecting the main and important things from the data that have been collected either through observational studies, documentation or direct interview. The second is the *presentation of data* in the form of narratives that are processed in the section of the discussion arranged in paragraphs, and the final *verification* or conclusion is related to the subject matter that has been mapped.

## Results and Discussion

Discussion in this study will be described based on operational concepts that have been prepared previously. The operational concept used in this study is related to the cooperation model *Penta Helix (ABCGM)* incorporated in it including Academics, Business, Communities, Government, Media and there is one additional *stakeholder* namely Travelers. Therefore the formula *Penta Helix* that initially only *ABCGM* turned into *ABCGM+ ((+))* tourists. Furthermore, the operational concept used is related to tourism development.

Quoting from his opinion [14] that to see the development of tourism in a place or region, it can be seen from changes or developments in several things, namely: (1) attractions, tourist attractions that are maintained and have an attraction for visitors, both natural attractions or areas cultivated to attract tourists; (2) activities, space that is

so easy that tourists feel free and comfortable in traveling around attractions; (3) accommodation, the availability of all tourism needs especially housing if tourists want to spend the night in a tourist area. not only a place to stay but also a place to eat for visitors to attractions; (4) facilities, facilities in tourist areas such as money changers, souvenir shops and so on; and (5) accessibility, ease of going to tourist sites that support travel so as not to spend a long time to arrive at the destination location.

#### **A. The role of ABCGM+**

##### **1. Academics (Lecturers)**

Lecturer is one of the stakeholders that is very helpful for the management and community of *Nglanggeran* tourism village related to understanding the concept of tourism, the environment and the development of human resources. The involvement of academics in developing tourism in *Nglanggeran* village has had a very positive impact. The management of *Nglanggeran* tourist village was also given a special room by academics, especially UGM in certain seminars as speakers in terms of tourism. However, of course the academics cannot focus too much on certain villages (*Nglanggeran* village), this is because the collaboration process that they are carrying out involves many villages with different regional potentials.

##### **2. Business**

*Nglanggeran* tourism village only relies on local traders and entrepreneurs in its tourism development. All traders in the *Nglanggeran* tourist village have a high dedication to providing good service to tourists who come to visit. All business sectors in *Nglanggeran* village provide added value to the growth of *Nglanggeran* tourism village. *Griya Cokelat Nglanggeran* which is one of the efforts that is quite helpful or supporting the tourism development. *Griya Cokelat* is also under the management of the tourist manager of the *Nglanggeran* village. However, the tourist village of *Nglanggeran* does not yet have a fixed investor to help develop tourism, there are only traders and local culinary efforts that uphold the needs of tourists. If the *Nglanggeran* tourist village has strong investors, traders or entrepreneurs in the tourist village of *Nglanggeran* can increase their business and provide more things else.

##### **3. Community**

*Pokdarwis* is *stakeholder* the most influential in the development of *Nglanggeran* tourism village. This is evidenced by each interview that the author did, the speaker always mentions that *Pokdarwis* is a strong root in the formation of *Nglanggeran* tourism village so that it embraces other parties or gets help and support from *stakeholders* very influential. As one of the most influential stakeholders in the development of tourism, *Pokdarwis* always strives to increase tourist attraction and maintain a tourism climate that feels conducive at all times. *Pokdarwis* is responsible for almost all fields in the tourist village of *Nglanggeran*, to ensure all components are running in accordance with the agreement or plan that has been prepared previously.

##### **4. Government**

In this case also helped provide assistance for the development of tourism in the village of *Nglanggeran*. The assistance provided by the government is to support the *Nglanggeran* villagers who are trying to realize the *Nglanggeran* village as a tourist village and is now one of the tourist destinations that are well-known by tourists,

both local and foreign. . The government as a regulator gives legal rights to the Nglanggeran tourism village to continue to build the Nglanggeran village into a sustainable tourism village. On the other hand the government also cannot be fully expected because there is a long sequence that must be completed to make requests or proposals related to the restoration of attractions if they need to be renovated. For this reason, the people of the Nglanggeran village through Pokdarwis always try their best to develop the Nglanggeran village into a tourist village.

### 5. *Media*

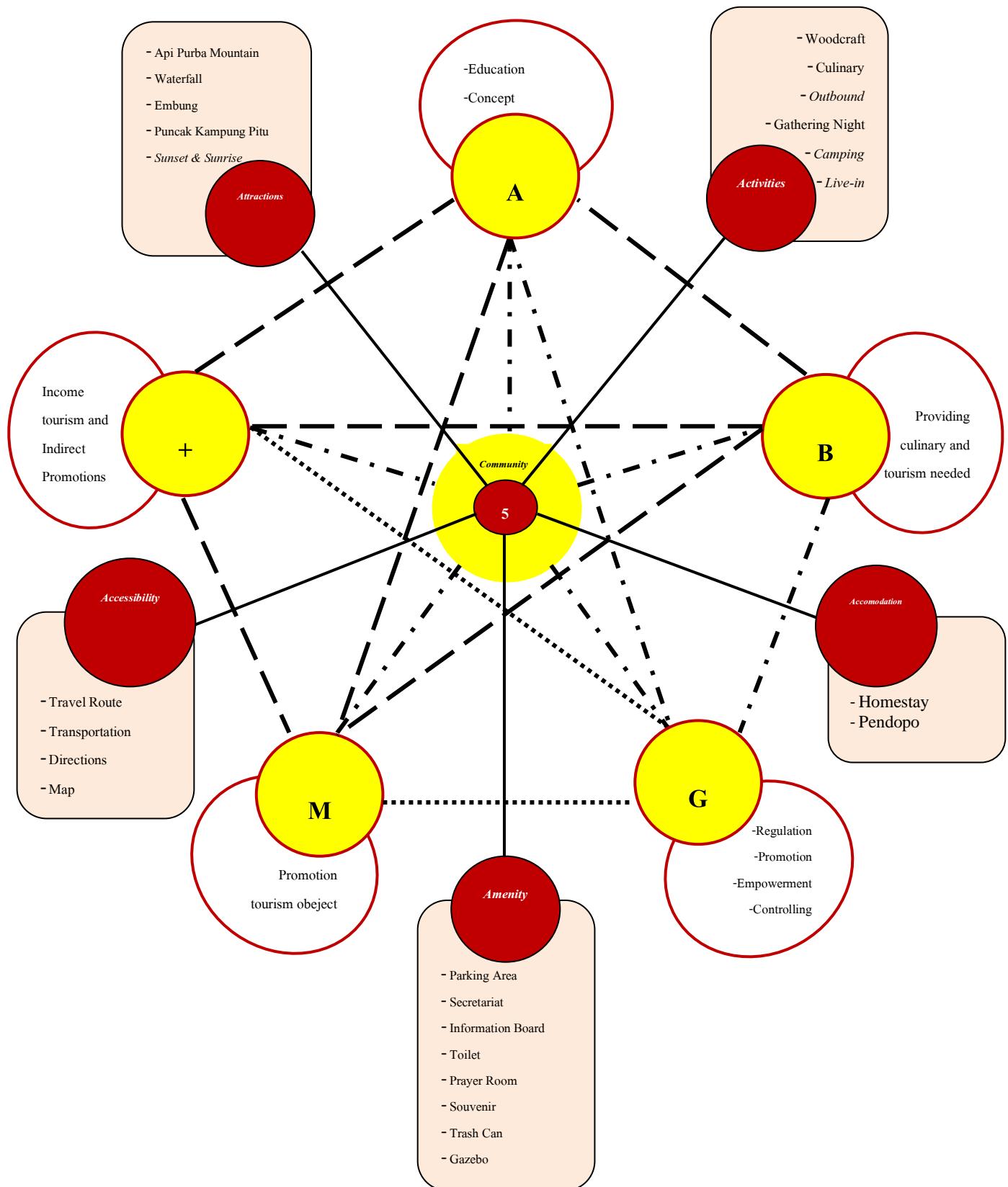
The role of social media in developing tourism in *Nglanggeran* village is said to be very helpful because it can be accessed by all social media users throughout the world. This is evidenced by the tourist village of *Nglanggeran* successfully becoming one of the best tourist villages at the ASEAN Sustainable Tourism Award (ASTA) in Chiang Mai, Thailand in January 2018 [1]. Not only social media is the media for promotion of the *Nglanggeran* tourist village. Some print media, electronic media and television stations also share the tourist village of *Nglanggeran*. It's just that indeed there is no media partner that is indeed consistent in reporting specifically the *Nglanggeran* village. Some of the printed, electronic and television stations only broadcast news related to the *Nglanggeran* village if there were only certain events.

### 6. *Traveler*

Visitors or tourists are one of the *stakeholders* supporting in tourism development. Their visit is one of the factors that has a unique attraction so they are interested in visiting these attractions. For that the existence of visitors or tourists is very calculated for the future development of tourism. The role of tourists in this matter is very influential for the development of the tourist village of *Nglanggeran* in the future. The experience and atmosphere felt by tourists while visiting tourism objects is a top priority that must be improved, because the opinions made by tourists will be very influential for the progress of *Nglanggeran* tourism village.

## B. Collaboration *ABCGM* + in Tourism Development

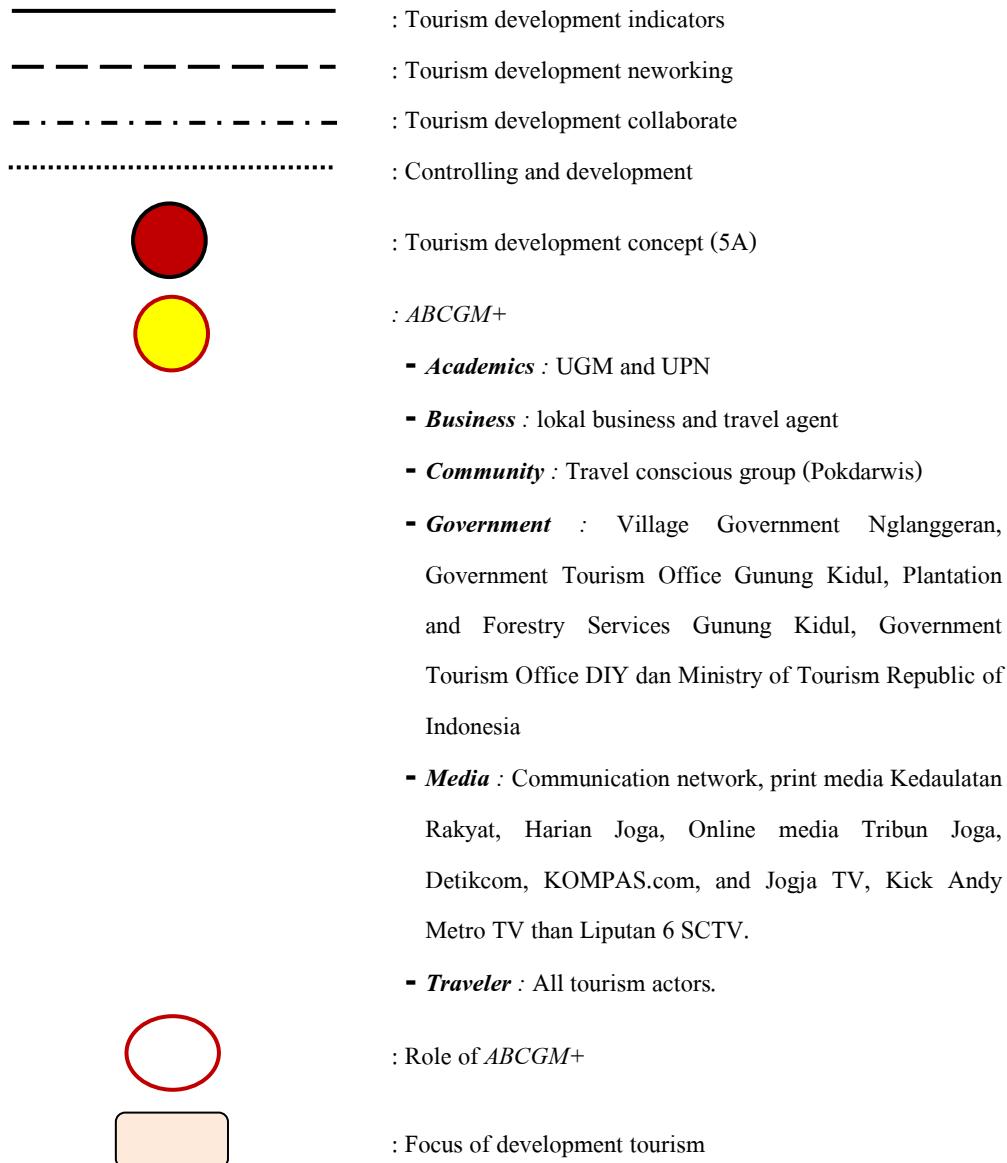
Based on the previous discussion, there are 6 (six) stakeholders who collaborate in increasing tourist attraction in *Nglanggeran* village. All *stakeholders* have their respective roles to act or do something in terms of tourism development in *Nglanggeran* village.



**Figure 1** Collaboration ABCGM+ In Developing Tourism Nglanggeran Village

Source: Author's processed data, 2018

Figure description :



Based on the pattern shows the development of tourism in *Nglanggeran* village. It can be seen that the central role in the development of the *Nglanggeran* tourism village lies in its community [5], the tourism conscious group (*Pokdarwis*). The community consists of people in sub-groups who have been given instructions to manage tourist attractions. All activities carried out in *Nglanggeran* village were directly accompanied by *Pokdarwis*. All forms of assistance and collaboration related to tourism that occur will always be connected with *Pokdarwis*.

*Pokdarwis* as the manager of the *Nglanggeran* tourist village also has its own agenda which has indeed been planned. Socialization is one of the strategies used by tourism managers in *Nglanggeran* village. With the meeting or socialization, the people of *Nglanggeran* village can further strengthen the relationship. The agendas

which are usually discussed with the management and the people of *Nglanggeran* village are discussions related to the development of *Nglanggeran* tourism village.

The synergy that occurs between Academics, Business, Community, Government, Media and Tourists in the development of *Nglanggeran* tourism village is inseparable from the large role of the community in *Nglanggeran* village. The parties participating in collaboration in tourism development are supporting stakeholders so that tourism villages are able to move faster than usual. Accommodation assistance channeled by the government is also one form of support to create a tourism climate that can be enjoyed well by tourists. Supported by the presence of local businesses or local traders who participated in the backup of all tourist needs and there were also souvenirs from the *Nglanggeran* village which could be presented as souvenirs for tourists visiting the *Nglanggeran* village. Furthermore, the use of social media which is currently a trend in everyday life is also very helpful for the managers to promote the tourist village of *Nglanggeran*, and is assisted by many uploads from tourists through their social media accounts.

## Conclusions

Tourism development in *Nglanggeran* village involves the collaboration of 6 (six) stakeholders with their respective roles. In accordance with the collaboration pattern that has been described previously which shows that the development of tourism in *Nglanggeran* village is indeed supported by every stakeholder, but it turns out that there is one key stakeholder who built tourism in *Nglanggeran* village and is active until now. The central role held by *Pokdarwis* in tourism development is the answer obtained in this study. The collaboration of 5 (five) other stakeholders is one of the factors supporting the progress of tourism in the village of *Nglanggeran*, almost all types of activities in the village of *Nglanggeran* are almost all done by *Pokdarwis* including the contributions given by these stakeholders.

## Implications

The collaboration process that occurs between several stakeholders is a picture of cooperation to improve tourism development in *Nglanggeran* village. With the *ABCGM+* collaboration in developing tourism in *Nglanggeran* village, *Nglanggeran* tourism village can assess and see shortcomings and can improve all forms of shortcomings and increase tourism needs in *Nglanggeran* village.

## Limitations and Recommendation

To increase tourism development in *Nglanggeran* village requires strong integrity from each group and individual. *Pokdarwis* as the administrator and manager of the *Nglanggeran* tourist village should communicate to each member of the community more intensely. Increase the number of meetings with the community to discuss the progress of tourism villages in the future. Furthermore, *Pokdarwis* must also ensure the feasibility of facilities and

infrastructure in the area of tourism for the convenience of visitors. And of course the government must also pay more attention to tourist villages that are moving forward to develop their respective tourism destinations.

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