

Exploring the Endowment of Ethnic Tourism: A Case Study in Sustainable Rural of Mentaraman

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Abstract. Mentaraman is a rural area with local culture and natural potential. Located on the outskirts of the region, this rural offers authentic cultural and natural experiences for tourists beauty and diversity. This research aims to analyze the potential and challenges in developing Mentaraman Cultural Tourism using Spradley's qualitative approach. The results of the research show that Mentaraman has a rich cultural heritage, including traditional traditions, local arts and culinary diversity, which is the main attraction for tourists looking for authentic cultural experience. However, the research also identified a number of challenges, including infrastructure problems, resource management, and community participation in decision making related to tourism development. The implications of this research include the need for a holistic and sustainable approach in tourism development, taking into account the interests and aspirations of local communities as well as preserving cultural heritage and the environment. In addition, the active participation of local communities in the management and promotion of tourism is a key factor in developing Mentaraman as a sustainable tourist destination. By involving local residents in every stage of development, such as cultural preservation, infrastructure improvements, and destination marketing, these hamlets can provide significant economic and social benefits to their communities.

1 Introduction

The tourism sector is a sector that become the center attention of various regional governments in Indonesia [4]. Tourism is one of the potential sectors that provides income for regions to carry out regional development [5]. Increasing individual tourism needs is also one of the reasons why every regional government increases local tourism. Tourism in an area is not only beneficial for the local government, but also for the community through the presence of employment opportunities and increased income for the community [12]. Based on The World Travel and Tourism Council explains that tourism is a social, cultural and economic potential that creates the movement of an individual to a country or region for personal or business purposes [10].

Indonesia, as a country rich in culture and natural heritage, has great potential in the tourism sector. One aspect that is growing rapidly is tourist rural, which combine the appeal

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of natural beauty with the richness of local traditions and culture. Tourist rural provide an opportunity for tourists to experience the life of rural communities that still maintain ancestral customs and traditions. In various regions, rural tourism are a means of preserving culture, while also supporting the local economy. One of the provinces in Indonesia that stands out in the development of tourist East Java. This province is not only famous for its natural diversity, from mountains to beaches, but also for its rich cultural heritage. East Java has many tourist villages that offer unique experiences, where visitors can enjoy local traditions that have been passed down from generation to generation, historical sites, and traditional arts. The Cultural Tourism in East Java is a tourism phenomenon that attracts attention. In the context of local economic development [11], the Cultural Tourism Village is an object of study that allows it to be studied from various points of view, ranging from cultural, economic, social and environmental aspects. As an object of cultural study, the Cultural Tourism Village offers an in-depth understanding of local cultural heritage, including traditions, rituals, arts and customs of local communities. Through sustainability analysis, researchers can understand how local culture is maintained, interpreted, and passed down from generation to generation [6]. Apart from that, research can also explore the impact of interactions between local culture and tourism, both positive and negative [3].

Cultural Tourism Villages are a potential source of local economic development [1]. It can be explored how tourism development in these villages contributes to local community income, creates jobs, and stimulates the growth of related sectors such as trade and services. Economic analysis is also important to understand income distribution and the impact of economic inequality within the village [8]. From a social perspective, the Cultural Tourism Village is an arena for interaction between local communities and tourists from various backgrounds. Research on the dynamics of social interaction in tourist villages can provide an understanding of identity construction, stereotypes, conflict, or intercultural integration [2]. Apart from that, analysis can also be carried out regarding the influence of tourism on cultural values, changes in social patterns, and meeting the needs of local communities [7].

Developing a Cultural Tourism Village has several significant interests, both for the community and related stakeholders. One of them is cultural preservation, the Cultural Tourism Village helps in maintaining and preserving local cultural heritage [2]. By promoting and preserving the authenticity of traditional culture, the village helps prevent the extinction of unique traditions, customs, arts and languages. In terms of local economic development, cultural tourism villages create economic opportunities for local communities [5]. By increasing tourist visits, the village can create new jobs in the tourism sector, such as tour guides, craft makers, accommodation providers and local traders [3].

The development of Cultural Tourism Villages can also increase the independence and welfare of local communities [1]. Through skills training, economic empowerment, and participation in tourism management, local communities can benefit directly from the tourism industry [3]. One of the tourist villages developed in East Java is Mentaraman Pagelaran village, Malang Regency. Mentaraman Hamlet is one of the hamlets in Pagelaran Village, Pagelaran District, Malang Regency, East Java Province. Mentaraman Hamlet has a lot of potential as a tourist attraction. Mentaraman Hamlet has a history that can attract tourists, namely that Mentaraman Hamlet was founded through various native individuals from the Mataram area, namely followers of Prince Diponegoro who expanded their territory to Mentaraman Hamlet in Pagelaran Village. Mentaraman Hamlet also has natural potential, namely agricultural products, including rice, corn and sugar cane which are harvested for their own needs and even distributed to various regions. The unique potential of Mentaraman Hamlet is related to the arts and culture preserved in Mentaraman Hamlet, including karawitan, wayang (leather and torch), dance, ludruk, kentrung, campursari, and ketoprak. The arts of Mentaraman Hamlet, especially musical music, are preserved through two studio centers, namely the "Lestari Budaya" and "Langgeng Irama" studios. The existence of this

studio center brings about the presence of regeneration to preserve arts and culture which can be seen through not only elder arts activists but also young arts activists taking part in preserving the arts and culture of Mentaraman Hamlet.

Mentaraman Hamlet not only has natural, artistic and cultural potential but also potential in the products produced by the people of Mentaraman Hamlet. Products produced by the people of Mentaraman Hamlet include soy milk, sinom, tofu, tempeh, bread, and market snacks (gethuk, tiwol, tree crackers, and jemblem) [14]. The products produced by the people of Mentaraman Hamlet do not yet have labels or brands when producing and distributing them. The potential of Mentaraman Hamlet means that the hamlet can be developed as a tourist hamlet in Malang Regency. However, along with the great potential of Mentaraman Hamlet, there are various obstacles to branding it as a tourist village, namely the readiness of the hamlet institutions, the readiness of the hamlet community, constraints regarding facilities and infrastructure, facilities for tourists. Therefore, this research aims to be able to develop Mentaraman Hamlet as a tourist village by determining various strategies for developing Mentaraman Hamlet as the best tourist village that can be carried out by various stakeholders in order to make Mentaraman Hamlet a tourist village that is profitable for the government and society.

The development of ethnic tourism villages can be an opportunity for local communities to increase their economic independence [4]. By exploiting tourism potential and promoting local products such as handicrafts, traditional food and other services, communities can earn additional income and reduce dependence on other economic sectors [7]. The development of ethnic tourism villages can also be a means of preserving and promoting local culture [5]. By introducing their culture to tourists, local people can feel prouder of their cultural identity and try to maintain the continuity of these traditions. Community Development: Ethnic tourist villages can also be an opportunity to build stronger and more solid communities [1]. Through cooperation in managing and promoting their tourist destinations, communities can support each other and develop better relationships with each other. With a multidisciplinary approach, research on Cultural Tourism Villages can make a significant contribution to the development of sustainable and competitive tourism policies

2 Literature review

Rural areas have the following characteristics: (1) land to population ratio (man large land ratio); (2) employment opportunities in the agricultural sector;(3) intimate relationships between residents; and (4) according to tradition (traditional) [2]. Cultural roots from the village is shown by the characteristics of togetherness, kinship and mutual cooperation, so that rural development as a tourist object and attraction usually uses existing resources such as land, culture, community and nature. Shifting the development paradigm from a top-down planning model to planning that is bottom up, this paradigm appears in various development sectors including in the field of tourism development [11]. For developing countries where the organizational planning infrastructure is still very weak and human resource capabilities are uneven, there is a tendency to combine the two approaches [10] From the tourism sector, The bottom-up planning development model is in line with the tourism paradigm characterized by community tourism.

Rural can be declared a tourist village because of its diverse characteristics [2]. Rural Tourism has various elements, namely potential, unique arts and culture, strategic location, and tourism personnel to manage activities to support the implementation of tourist development. Rural must have to become a tourist village, including (1) Good access for tourists making it easier to visit tourist villages, (2) The existence of various interesting destinations, including art, nature and culture. , education, religion, etc. so that it becomes an attraction for a village, (3) There is support from the community and village officials, (4)

There is security in the tourist village, (5) There are shops, networks and workers, (6) Tourist destinations are located in an environment that has other tourism potential and is known to the wider community. Likewise, hamlets that will be developed into tourist must also meet the characteristics and requirements of tourist [2]

Rural with various potentials have the capital to develop and become comparable as tourist villages. Therefore, every hamlet needs a strategy in developing the hamlet as a tourist destination. A development strategy is very important in order to get the best tourist destination development plan. The attractiveness of tourism, including tourist villages, takes into account various facilities in the form of needs and services for tourists and needs to be supported by four components [12]. These four components are referred to as 4A, namely:

1. Attraction

This component is related to the uniqueness or potential that can attract tourists to visit the tourist destination. A region can become a tourist destination when regional conditions support it so that it can be developed into a tourist destination.

2. Amenities

This component is related to the facilities and infrastructure that need to be prepared by the village for tourists. These include accommodation, public toilets, places of worship, shops, restaurants, and others.

3. Accessibility

This component is related to access to reach tourist villages as tourist destinations. This access is related to roads, transportation, stations, airports or ports.

4. Ancillary

This component is related to the availability of institutions that manage tourist villages. Institutions in tourist villages are important to be able to provide the best service for tourists and maintain tourist villages.

The achievement of these four components (4A) in a hamlet indicates that the hamlet has the potential to become a tourist hamlet. However, not every hamlet is optimally prepared to become a tourist destination. Therefore, the strategy is to develop a hamlet as a local tourist destination.

There are several additional aspects that need to be analyzed in the development of cultural tourism villages to ensure sustainability, good management, and increased competitiveness. The following are some analyses that can be carried out outside the 4A components such as, [6]:

1. **Local Community Participation.** One of the keys to the success of a tourism village is the active involvement of the local community. Without community involvement, the development of tourism villages can face various obstacles.
2. **Economic Empowerment:** Local communities need to be involved in economic activities, both in providing accommodation (homestays), local food, and handicrafts. This provides employment opportunities and direct income to the local community.
3. **Cultural Preservation:** Local communities as owners of culture must be the main actors in maintaining and introducing traditions to tourists. If the community is not involved, there is a risk that traditions can be eroded or even lost.
4. **Education and Training:** Increasing capacity through tourism management training, foreign language skills, and the provision of professional tourism services will strengthen the community's ability to serve tourists.

- 5. Sustainability. The management of cultural tourism villages must pay attention to aspects of sustainability which include three dimensions: environment, economy, and social.

The research results show that the development of tourist villages includes, among other things, improving marketing strategies, quality of human resources, quality of service, and maintaining the quality offered by tourist attractions [6]. Apart from that, it is necessary to optimize local community support, the role of organizations and business capital support [9]. The tourism village model for sustainable rural development must be creative to achieve the goal of resolving problems related to the rural economic crisis which is increasing due to the existence of various complex forces that lead to both. reducing employment opportunities and increasing the welfare of rural communities, one way out that can overcome this crisis is through the development of a small-scale village tourism industry, so that it is able to compete and excel in developing rural areas, as well as creating new areas. employment opportunities and improving community welfare [12].

3 Research Method

This research uses a qualitative approach with the type of research used is an intrinsic case study. Intrinsic case studies are applied because this research aims to analyze in depth the object being studied. The use of a qualitative approach with Spradley analysis in researching cultural tourism villages allows researchers to deeply understand the cultural activities that occur in the lives of village communities. The aim of this research is to analyze the strategy for developing Mentaraman Hamlet as a tourist village which can be implemented by various parties, including the community, government and other parties. This research was conducted in Mentaraman Hamlet, Pagelaran Village, Pagelaran District, Malang Regency, East Java. Data collection in this research was carried out by means of interviews, observation and documentation directly in Mentaraman Hamlet. In this research, a literature review was also carried out to add to the literature related to the context of Tourism Village development strategies. This research had informants, namely the village head, hamlet head, two studio heads. The analytical method used in this research is the Spradley analysis design to understand culture and behavioral patterns in a community or group of cultural tourism activists in Mentaraman.

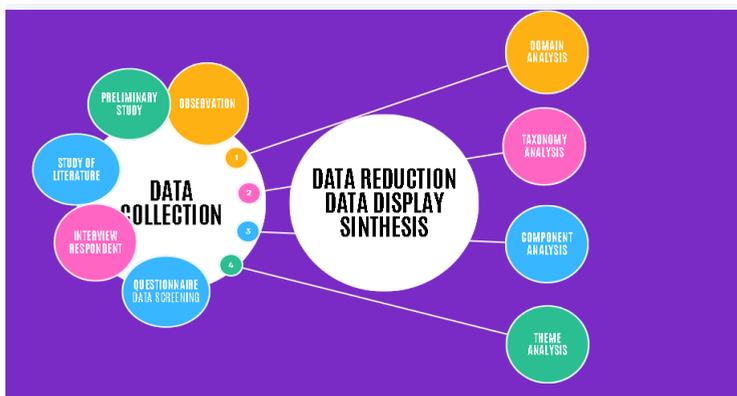


Fig.1. Spradley and miles Huberman adaptation

Spradley's data analysis in this research involved organizing, interpreting, and developing an in-depth understanding of the cultural structure in the Mentaraman cultural tourism village. The following is an explanation of the stages in research analysis used by researchers

3.1 Domain Analysis (Domain Analysis)

Identify the main domains or categories that emerge from the data, such as cultural activities, traditions, values and symbols that are relevant to community life in Mentaraman. Researchers mapped these domains to understand the scope and boundaries of cultural knowledge and practices in the village.

3.2 Taxonomic Analysis (Taxonomic Analysis)

Organizing data into a taxonomy or hierarchical structure that describes the relationships between concepts or cultural elements. For example, identifying sub-domains or more specific categories under the main domain, and finding patterns in the organization and classification of these concepts.

3.3 Componential Analysis (Componential Analysis)

Identify components or attributes related to each cultural concept or category found. Researchers look for patterns in how these attributes are interpreted and used by local people in the context of everyday life.

3.4 Theme Analysis (Theme Analysis)

Finding themes or patterns that emerge from the data, whether in the form of narratives, stories, or the use of certain symbols. Researchers try to understand the underlying meaning of these themes and how these themes are reflected in the life and culture of the people in the Mentaraman Cultural Tourism.

3.5 Cultural Consensus Analysis (Cultural Consensus Analysis)

Carrying out an analysis to find out the extent to which there is a cultural consensus among society about certain concepts or values. Researchers looked for agreements or differences in the community's understanding and interpretation of various cultural aspects in the rural area.

Through Spradley's data analysis process, researchers can develop a deeper understanding of the structure, values and cultural practices in the Mentaraman Cultural Tourism Village. This will help in constructing accurate cultural models and provide valuable insights for the development of sustainable and competitive cultural tourism villages

4 Results and Discussions

4.1 Typology Rural of Mentaraman

The Mentaraman typology helps in designing tourism development strategies that are more targeted and in accordance with the unique characteristics of each area within the village. Based on geographical location, Performance is a rural area located in Pagelaran, Malang, East Java Province. Pagelaran has an area of around 260.69 hectares with a population of around 3,500 people (based on 2023 data) [5]. Pagelaran has hamlets, namely Mentaraman Hamlet. Based on natural potential, Mentaraman Hamlet is located on a plateau with an altitude of around 700 meters above sea level. This hamlet has a cool climate and fresh air

because it is surrounded by hills and unspoiled forests. This hamlet has an area of around 120.16 hectares and consists of several RT and RW. Mentaraman has quite interesting natural tourism potential, especially the waterfall which is located in Krajan Hamlet. Apart from that, this village also has agricultural and plantation potential such as coffee, chocolate and vegetable plantations. Mentaraman Hamlet has several public facilities such as posyandu, village hall and mosque. Apart from that, the people of Mentaraman Hamlet are also active in socio-cultural activities such as performing arts and religious activities [14]. The majority of the people of Mentaraman Hamlet work as farmers, but now many are starting to change professions to become traders or laborers. Mentaraman Village has several public facilities such as schools, health centers and traditional markets that serve the needs of local residents [3] Typology Based on Arts and Culture: The following shows the appearance of Pagelaran through the map of Figure 2.



Fig. 2. Map of Pagelaran

Mentaraman Hamlet has great potential which is the attraction of Mentaraman Hamlet [14]. However, the existing potential has not been maximally exposed to society at large. The people in Mentaraman Hamlet carry out activities related to art, culture, nature and even products tend to be produced independently by several people in the hamlet. However, if the potential possessed by the community in the hamlet is introduced together under the name Mentaraman Hamlet, it will be able to increase the attraction for tourists to visit. Therefore, developing Mentaraman Hamlet as a tourist village in Malang can increase tourist attraction and have an impact on the lives of the people in Mentaraman Hamlet. tourist villages can increase income for the community and government and provide a new atmosphere. Mentaraman Hamlet can become a tourist village related to arts, culture, natural potential, even the products produced by the community in Mentaraman Hamlet [2]

4.2 Ethnic Tourism Mentaraman

Overall, Mentaraman Hamlet has great potential which is the attraction of Mentaraman Hamlet [14]. However, the existing potential has not been maximally exposed to society at large. The people in Mentaraman Hamlet carry out activities related to art, culture, nature and even products tend to be produced independently by several people in the hamlet. However, if the potential possessed by the community in the hamlet is introduced together under the name Mentaraman Hamlet, it will be able to increase the attraction for tourists to visit. Therefore, developing Mentaraman Hamlet as a tourist village in Malang Regency can increase tourist attraction and have an impact on the lives of the people in Mentaraman Hamlet. Mentaraman Hamlet can become a tourist village related to arts, culture, natural potential, even the products produced by the community in Mentaraman Hamlet.

Mentaraman Hamlet is one of the hamlets in Pagelaran Village, Pagelaran District, Malang Regency. Mentaraman Hamlet has many individuals in it who have the desire to preserve the arts and culture that have been passed down from generation to generation in the Mentaraman Hamlet community. This can be seen through the presence of two studios, namely the "Lestari Budaya" and "Langgeng Irama" studios. The two studios remain active with elder art activists and young art activists thereby creating regeneration to be able to preserve culture and art in Mentaraman Hamlet. Both studios focus on musical arts, but there are many arts that are present and preserved, including wayang (leather and torch), dance, ludruk, kentrung, campursari, and ketoprak. Not only art and culture, but also the presence of natural potential that can be enjoyed by tourists who attend, namely agricultural products of rice, corn and sugar cane. Mentaraman Hamlet also has products produced by the community including soy milk, sinom, bread, gethuk, tiwol, tree crackers, and jemblem. The development of Mentaraman Hamlet as a Tourism Village is carried out through analysis of tourism component identification.

Mentaraman Village also displays traditions such as jaranan and bantengan. These two traditions have strong cultural roots and have become an integral part of the lives of the Mentaraman people, as well as an attraction for tourists who are interested in witnessing rituals and regional performing arts.

Jaranan (or kuda lumping) Mentaraman is a traditional performing art that usually involves dancers riding replicas of horses made of woven bamboo or leather. This dance is often associated with magical and spiritual elements, where some dancers can experience a trance state during the performance. The jaranan tradition is usually accompanied by rhythmic and energetic gamelan music.

The next art is bantengan by young men and women of Mentaraman. Bantengan is a performance that features the actions of players who imitate the movements and sounds of a banteng (buffalo). Just like jaranan, bantengan is often associated with magical elements where some players can experience a trance during the performance. symbolic meaning Bantengan often has a symbolic meaning related to strength and courage, where the banteng is considered a strong and brave animal. This is often combined with local stories about heroism and resistance to evil forces. Rituals in Bantengan Just like jaranan, bantengan not only serves as entertainment but also as a ritual that is believed to protect the community from evil spirits or disasters.



Fig. 3. Synthesis of this research (2024)

4.3 Strategy for Mentaraman to become a Sustainable Ethnic Tourism

The development model that can be used in Mentaraman is the concept of a cultural educational tourism, namely tourism development that relies on resource elements [5]. Mentaraman's potential is in the form of cultural capital resources. This potential has not been equipped with management tools in the form of tourism awareness groups which are the basis

for village development with ethnic tourism [15]. The process of turning Mentaraman Pagelaran into an arts village can be carried out by the local community with the support of the Malang Regency Government and several investors. The existence of Sanggar Budoyo Lestari and Sanggar Langgeng Irama as historical tourist attractions opens up opportunities for developing cultural tourism. Apart from relying on the existence of Mentaraman as a historical area, this rural is also interesting because of its unspoiled natural atmosphere. Apart from visitors, visitors can also be directly involved in various community activities, such as traditional farming, witnessing Javanese traditions, and staying for several days in a typical Mentaraman traditional house. Tour packages created by combining the richness of local culture/traditions and natural beauty enable the development of the Mentaraman Cultural Tourism into a tourist destination for both domestic and foreign tourists [14]. The cultural tourism development model is an approach that involves various stakeholders, including local government, local communities, the private sector and non-governmental organizations to develop certain rural or areas into attractive cultural tourism destinations. Some of the core elements involved in creating a sustainable Mentaraman include:

1. Promote and preserve Mentaraman culture, including the traditions of its people, art, dance, music, crafts and the local language of Mentaraman community groups. This can be done through regional cultural festivals, exhibitions and performances involving the local community.
2. Improve tourism supporting infrastructure in Mentaraman, such as accommodation facilities, transportation, sanitation and adequate accessibility for visitors who stop by to visit Mentaraman
3. Involve local communities in making decisions and benefit from the tourism industry. This involves the participation and participation of the Mentaraman community with the aim of increasing local skills and capacity which has a positive impact on the local community.
4. Preserve and conserve the natural and cultural environment of Mentaraman in a sustainable manner to ensure the long-term sustainability of village tourism in Mentaraman
5. Promote Mentaraman as a cultural tourism village effectively through good marketing and appropriate promotional efforts both on social media and mass media
6. Establish partnerships with various stakeholders and related sectors to support the development of Mentaraman as a cultural tourism village in a holistic and sustainable manner, especially using the hexa helix approach.

Based on identification and analysis of data in Pagelaran. So, what strategies can be implemented to achieve the characteristics of a Tourism so as to create a ready Tourism [20]. The strategies that can be implemented by pagelaran stakeholders are related to branding or promotion, institutions, human resource capabilities, facilities, accessibility. Among others are:

4.3.1 Carry out digital-based Re-Branding of the Performance, through:

Creation and activation of social media for Mentaraman Hamlet social media has been very important for individuals in recent years. Social media is even used every day by many individuals, not only to share individual activities, but is also useful for promotional activities for a tourist destination [19]. Menataram Hamlet certainly requires the creation of social media. These social media are in the form of Instagram, Facebook, TikTok, YouTube, or even Twitter to widely introduce the potential that Mentaraman Hamlet has as a tour-ist village. The creation and activation of social media was carried out so that Mentaraman Hamlet could be widely known.

4.3.2 the potential of Mentaraman Hamlet into a tourism pack-age through optimal services.

Providing accommodation for tourists The Tourism Research and Development Center states that a tourist village is a type of tourism that provides an opportunity for tourists or visitors to stay in a tourist village [13]. Puspasari also states that a homestay is one of the tourism facilities with accommodation that is affordable and close to local culture and preserves the traditional architecture of the village [14]. Accommodation in the form of a homestay is needed by tourist villages so that tourists can learn and practice the culture that is present and have interaction between tourists and the local community of a tourist village [11]. Providing public toilets for tourists Tourism facilities need to be provided by tourist villages for tourists who visit tourist villages. The facilities that must be provided are important in the life of tourists. One of the facilities that a tourist village needs to provide is a public toilet [9].

Providing road signs and parking for tourists Tourist villages are expected to have many tourists visiting tourist villages [10]. Therefore, signs or directions are needed to the tourist villages that tourists will visit [7]. The signs or directions provided relate to directions to tourist villages, accommodation or homestays, studios and other tourist destinations [15]. Apart from that, a tourist village is expected to provide parking space for tourists who have private vehicles. The parking lot needs to have security so that tourists can feel safe and comfortable [18]. Provide Booklets Tourist villages are expected to have many tourists visiting tourist villages [17]. So, introducing Mentaraman Hamlet to tourists can be done by providing booklets. Booklets provided by Mentaraman Hamlet will be given to tourists when visiting the hamlet so that tourists can find out about the activities, potential and area of Mentaraman Hamlet so that tourists can easily visit Mentaraman Hamlet. Improving the Internal Condition of Mentaraman Hamlet

The degradation of local culture due to the influence of Western culture through social media is a major challenge for the Mentaraman community. Several strategies to preserve and strengthen local culture without ignoring the benefits of modernization can be done by Digitizing and Promoting Local Culture Using social media as an Educational Tool.

Empowering Local Communities Increasing Youth Involvement in Cultural Preservation: Researchers can design programs that involve village youth in cultural preservation activities, such as training to become cultural tour guides, managing art performances, and developing digital content that focuses on local culture.

Integrating Culture in Formal and Informal Education: Researchers can encourage the integration of local culture into the school curriculum or through extracurricular activities. This can ensure that the younger generation maintains their culture and exposure to global culture.

Strengthening Cultural Identity Facilitating Reflection and Dialogue on Local Identity: Researchers can hold forums or workshops involving local communities to discuss the importance of maintaining their cultural identity. This helps communities appreciate the uniqueness of their traditions and understand the impact of external influences, such as Western culture. Collaboration with External Parties Partnering with Academics and Other Researchers

4 Conclusion

Based on the results of research on Mentaraman Hamlet, it was found that Mentaraman Hamlet is one of the hamlets in Malang Regency which has various potentials, both cultural, artistic, natural and MSMEs. However, of course development is needed in Mentaraman Hamlet. The right strategy in developing Mentaraman Hamlet as a tourist village is through promotion and branding, institutional formation of Mentaraman Hamlet, increasing human

resource capabilities, improving facilities, and increasing accessibility of Mentaraman Hamlet. The Mentaraman Hamlet development strategy is carried out by every stakeholder who has an important role in the Hamlet, namely the village government, hamlet government, community, and other parties who work together with the hamlet or in the Community-Based Tourism concept.

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