THE PHENOMENA OF DIENG PLATEAU TOURISM DESTINATION DEVELOPMENT PLANNING

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ABSTRACT

The tourism sector can be one of the mainstay sectors in the economic growth of the Dieng Plateau. One of the tourism problems in the Dieng Plateau is about accessibility and supporting infrastructure. Even though the existing road infrastructure is quite good, it can be improved again by widening the road access so that even large vehicles can easily cross it and needs to be improved also for other infrastructure such as hotels, restaurants, promotions, and others. The number of folklore or history in the Dieng area is the main factor to attract tourists and is also supported by beautiful natural scenery. To visit this destination, tourists need about 9-10 hours from Jakarta / Bogor. Access from the Jati Asih Toll Road, Bekasi to the Weleri Toll Exit Gate can be reached using the Trans Java Toll Road. To go through the Trans Java Toll, drivers have to pay toll fees which are quite expensive. And road users are also required to always prepare enough fuel because the distance between the Rest Areas is quite far. It should also be remembered that motorists who pass this route must remain vigilant and careful and pay attention to the condition of their vehicles because the bumpy road and the many potholes on the Trans Java Toll Road are very prone to traffic accidents. This study aims to analyze the planning for the development of tourism destinations in the Dieng Plateau

Keywords: Dieng plateau, Tourism development, Tourism sites.

ABSTRAK


Kata kunci: Dataran Tinggi Dieng, Pengembangan Pariwisata, Lokasi Wisata.
INTRODUCTION

Indonesia is the largest archipelagic country in the world which is located on the equator. The area of marine waters is more than 75% which reaches 5.8 million square kilometers with 17,500 islands and a coastline of about 81,000 km (Ikhsan 2017). Its position in the equatorial zone makes Indonesia one of the countries with abundant natural resource potential, including natural beauty and potential for tourism development. This tourism potential can be developed into a foreign exchange contributor for the state and society. In addition to the natural beauty that is owned in almost every region in Indonesia, the tourism potential that is very attractive to tourists, especially foreign tourists is the unique culture of the Indonesian nation which is diverse with characteristics in each region. This tourism potential was later developed by the Indonesian government and used as one of the sectors that bring in foreign exchange for the country.

The government is carrying out increased development in this sector, both the construction of facilities or infrastructure in existing tourist attractions as well as the development of new tourist objects. The tourism sector can open or increase employment and employment opportunities for communities around tourism areas, such as accommodation, restaurants, tour guides, travel agencies and other services. The tourism sector also contributes directly to other sectors in the form of the business of making or repairing roads, ports, airports, all of which can provide benefits for both the surrounding community and tourists. Tourism in Indonesia still has problems that cannot be ignored. This problem demands a measurable and targeted solution to ensure the survival of tourism business people who do not only rely on domestic tourists but also foreign tourists. Minimal infrastructure, for example, the absence of airports, ports, roads, and hotels in the Eastern Indonesia region creates high logistics costs, thereby reducing the smoothness of travel. The following are the obstacles and challenges in the Tourism Destination Development Strategy according to the Ministry of Tourism, namely:

1. Lack of infrastructure
2. Political situation affecting the investment climate;
3. Environmental hygiene issues
4. Natural disasters/force majeure
5. The quality of human resources supporting tourism actors is still low.

The Dieng Plateau Master Plan, Wonosobo Regency, Central Java, focuses on developing local tourism to improve the community's economy, improve infrastructure, and improve the quality of community resources. Tourist sites that are already quite popular in the Dieng Plateau should be balanced with good tourism awareness, involving the participation of local communities and considerations of natural sustainability.

The main function of the Dieng Plateau at this time, apart from being an agricultural and plantation plain, is also an area that is being developed from the tourism sector and the center of the thermal or geothermal power industry.

The Dieng Plateau area is flanked by large and small hills, mountains interspersed with valleys and ravines and steep, decorated with plants and bushes with cold weather, making the Dieng plateau a tourist spot with beautiful natural scenery that can provide calm feeling.

The Dieng Plateau is one of the largest vegetable-producing areas in Central Java, with most of the area being mountainous and dominated by high-quality vegetable crops. The climate and weather conditions in this area are very supportive of agricultural activities, so that most of the people around Dieng make a living as farmers. The majority are farming vegetables, potatoes, mushrooms, and carica fruit.

Now with the development of the tourism sector in the Dieng area, many people around Dieng are opening Micro, Small and Medium Enterprises (MSMEs). This is enough to help improve the community's economy. There are several MSMEs developed by the community around Dieng such as homestays, food stalls, and kiosks that provide souvenirs.

The development of Dieng tourism has an impact on improving the economy of the community around Dieng through MSMEs. This is enough to help improve the community's economy. There are several MSMEs developed by the community around Dieng such as homestays, food stalls, and kiosks that provide souvenirs.

The development of Dieng tourism has an impact on improving the economy of the community around Dieng through MSMEs. This indicates that tourism is able to trigger the emergence of local community economic opportunities in the form of small businesses as tourism infrastructure and it can be said that the development of tourism will bring in many tourists and many people who set up businesses because of tourism opportunities.
The concept of sustainability of the Dieng Village Masterplan in developing tourism in Dieng Village is realized by structuring and distributing tourist points in various places so that tourist spaces spread and do not stop at one point. Creating tourism objects that are sustainable in terms of environment and management. Improving community welfare and reducing poverty through tourism sector planning. Improving the quality of settlements and public infrastructure, facilities and utilities through tourism sector planning. Develop and mobilize partnerships within the community, village and regional governments, as well as the private sector in the implementation of tourism object planning

**LITERATURE REVIEW**

According to Seels & Richey (Alim Sumarno, 2012) development means the process of translating or elaborating design specifications into the form of physical features. Development specifically means the process of producing learning materials. Meanwhile, according to Tessmer and Richey (Alim Sumarno, 2012) development focuses not only on needs analysis, but also on broad issues of early-late analysis, such as contextual analysis.

The dominant land use in the Dieng Plateau is in the form of agricultural land, besides that the advantage of this area is that it has a distinctive plant that can only grow in highland areas, namely the Carica plant. Massive agriculture is a potential that can be developed as an agro-tourism and agro-edutourism area. The potential for cultural tourism is also very possible to be developed. Dreadlocks Ruwatan and religious tourism still need to be promoted so that tourist attractions do not focus only on natural tourism and bring back traditional arts that are not widely known by tourists. The wealth of Dieng Plateau tourism potential needs to be directed and developed in order to support sustainable tourism. Some of them are related to aspects of human resource development with six indicators. The issues raised started from economic sustainability, community welfare, social justice, employment, local community control in tourism and community prosperity. This key indicator views the tourism sector as a source of community efforts to escape the poverty line. Community welfare, identity, quality of life, added value and conservation of artistic and cultural resources and international cooperation are key elements to achieve Indonesia's vision of sustainable tourism (International Labor Organization, 2012). Other sustainable tourism indicators related to resource aspects, including indicators of cultural wealth, physical integrity, biological diversity, resource efficiency, and environmental purity. The core resources in tourism are divided into two, namely endowed (inherited) and created (created). The complexity of indicators supporting sustainable tourism makes development not only focused on general physical infrastructure development (Dawyer and Kim, 2003), but also on human resource development. Human development as a supporting resource plays a very important role. Field results and interviews with tourists, tourism industry players, local communities in the Dieng Plateau indicate the need for many improvements in various aspects to be able to achieve sustainable tourism development. So far, the Dieng Plateau tourism destination still relies on inherited resources, namely natural and cultural resources, while the created and supporting resources have not been developed optimally. Tourists have not been presented with attractions that can increase travel satisfaction. Whereas the fulfillment of visitor satisfaction is one indicator of sustainable tourism. Visitor satisfaction can be seen from the fulfillment of three tourism principles, namely something to see, something to do, and something to buy. The something to see aspect can be met by inherited resources. Meanwhile, the aspects of something to do and something to buy come from the created resources and supporting resources.

Visitor comfort is also related to the fulfillment of tourist satisfaction. The lack of satisfaction of visiting tourists and the absence of development of tourist destinations can cause saturation. Personal tourism services are one of the keys to increasing the volume of tourists to an area (Gretzel, et al., 2004). The limited attractions and inadequate supporting facilities can reduce the comparison of the benefits of the Dieng Plateau tourist destination with other tourist destinations.

The development of service and accommodation aspects in the Dieng Plateau is emphasized on the management of active lodging (homestay) or 2 - 3 star hotels. an inn that carries the concept of one door (a consortium) so that all inns in the Dieng
Plateau are well organized. This development is directed at zoning according to its designation, namely the zoning of artificial tourism areas and cultural tourism areas. This is due to favorable environmental conditions, such as the large number of residential areas, centers of cultural activity, and strategic economic centers. The second recommendation is the need for information services for tourists. Local governments need to provide the services of tour guides who have the skills and competencies in managing an information center. The principle of tourism is to meet three criteria, namely something to see, something to buy, and something to do (Yoeti, Oka A, 1996). If these two things can be implemented, then the entry levies should be reduced or removed, instead, include taxes as a burden for tourists in enjoying tourism attractions/services, Sri Rahayu Budiani, et al/Indonesian Geography Magazine Vol. 32, No.2, September 2018 : 170 - 176 and formed MSMEs under BUMDES to meet the needs of something to buy for tourism.

**RESULT AND DISCUSSION**

**POTENTIAL TOURIST ATTRACTIONS IN THE DIENG PLATEAU**

The tourism potential in the Dieng Plateau is quite prominent both regionally, nationally and internationally. Given the potential for tourism in the area in the form of a combination of several natural wonders and historical relics. The condition of tourism in the Dieng Plateau area can be divided into 2 categories:

**Natural tourism**

This tourist attraction is formed naturally and is mountainous tourism. Types of natural tourism in the Dieng Plateau can be focused on several tourist objects such as craters, lakes, mountains. Here are some famous natural attractions and are often visited by tourists in Dieng:

**Sikidang Crater**

This crater is a volcanic crater with a crater hole in a plain area so that the crater is about 200 m2 wide and is located on flat ground, so it can be seen directly from the crater rim. Sikidang Crater is the largest active crater in the Dieng Plateau. Until now Sikidang Crater is still actively releasing hot steam so that the crater water boils and is turbulent. The distinctive smell of volcanoes, puffs of white smoke always adorn the appearance of this crater. Hot steam that comes out accompanied by a jet of boiling gray water always appears moving and jumping from like a deer. Sikidang Crater is interesting to be used as a tourist attraction because in addition to presenting volcanic natural charm there are also several artificial tourist attractions managed by the local community such as motorbike rentals, horses, photo spots, taking pictures with animals (owls), flying fox and boiling, eggs with water from the crater.

**Candradimuka Crater**

Candradimuka Crater is one of the Dieng craters which is located 7 km from the Dieng Plateau. This crater is not actually a volcanic crater but is the emergence of solfatara from soil fractures. There are two fracture holes that are still actively releasing solfatara, one continuously and the other intermittently. Candradimuka Crater is still not visited by many tourists, both local and foreign because of its distance from the Dieng Plateau, incomplete tourist facilities and lack of road.
Sileri Crater
Sileri Crater is the largest crater in the tourist area of the Dieng Plateau which is still active, with the surface of the water continuously emitting white smoke and showing volcanic symptoms. Sileri Crater is thick gray like leri, so it is called Sileri Crater. The environment of this crater is still very natural with a backdrop of green mountains. In 2017 Sileri Crater erupted which made this location closed for tourism activities. This crater is still rarely visited by tourists because of its location and the threat of eruption. There is a viewing post on the edge of the highway as an alternative safe place to see the entire Sileri crater area from above.

Telaga Warna
Telaga Warna is well known among tourists, both local and foreign tourists. This lake has colorful water caused by the minerals it contains, the organisms in it are combined with sunlight that hits the lake and is then reflected, giving a colorful effect.

Pengilon Lake
Pengilon Lake is a complex with Color Lake. The name Pengilon is due to the clear water of the lake so that it looks like a mirror (pengilon in Javanese means mirror).

Cebong Lake
Telaga Cebong is a lake that occurs from an ancient crater. The location of Telaga Cebong is in the west. This lake is a volcanic lake that looks like a frog (veledu) or in Javanese it is called a cebong.

Mount Prau
Mount Prau is a well-known climbing object in the Dieng Plateau. The peak of Mount Prau has a height of 2,565 meters above sea level. Prau Peak Although not too high, the charm of Prau Peak is quite a charming attraction because it presents a view of the peak of Sindoro Sumbing which we can see beautifully like a painting.

Sikunir Hill
Sikunir hill is located in Sembungan village, which is a hill with a sunrise panorama wrapped in a stretch of clouds. The view is very pleasing to the eye. Besides not being too high, Sikunir hill also has easy road access to reach the peak.

Artificial Tour
This tourist attraction is deliberately made by humans. Types of tourism made in the Dieng Plateau can be focused on well-known tourist objects such as: the temple area and the Tieng viewing post.

Temple Area
Besides being known for its beautiful natural attractions, the Dieng plateau area also has historical tours in the form of temples. These temples are relics of the history of Hinduism. in the temple complex, tourists are also presented with a green expanse of grass with a variety of colorful flower plants growing.

Dieng Viewpoint
Tourist Attractions Tieng viewing post is a building located on the edge of the highway in Kawan to increase people's income. Zoning that can be designated as an industrial development area in order to support the fulfillment of tourism principles, namely an artificial tourism area which is currently designated as a tourist market and a cultural tourism area which currently has home industries and souvenir centers available. Promotional aspects also need to be developed so that tourism in the Dieng Plateau can be increasingly recognized by the wider community. Recommendations that can be proposed are increasing tourism promotion and improving digital-based information systems. Other efforts that can also be made are making special tour packages for the Dien plateau, collaborating with service bureaus in promoting tourism, and using web design and social media for promotional media. This is important to do, considering that tourist attractions, especially cultural attractions, have not been optimally promoted.

The development of industry and agriculture is also needed so that all people can enjoy the impact of tourism, not only the people who are involved in the tourism sector but farmers and industry players also get the benefits. Recommendations that can be made are to encourage the community to create creative innovations in the development of agro-tourism areas and agro-edutourism areas.
Transportation facilities to tourist attractions in the Dieng Plateau still need improvement. It is necessary to manage transportation from the parking lot to tourist attractions and improve accessibility in terms of transportation. This is necessary so that tourists become comfortable and easily accessible to increase the number of tourists. The program that can be done is to form a group that houses the shuttle bus/car. This group is expected to be able to manage transportation better. Improvements to road infrastructure, such as widening and improving road conditions, allow large vehicles to pass easily. The recommendation is expected to be able to make the Dieng Plateau a tourist attraction that has tourism competitiveness.

The potential of the Dieng Plateau tourist attraction has a quite interesting tourist attraction but needs to be developed again because there are still many shortcomings in this tourist attraction so that it can achieve sustainable tourism development. There are several aspects, especially the development of human resources that need to be developed to support tourism, including aspects of service and accommodation, promotion, agricultural industry development, and transportation facilities.

REFERENCES


CONCLUSION

Figure 1. Candi Arjuna

Figure 2. Kawah Sikidang