

ECOTOURISM OF BONJERUK TOURISM VILLAGE

Rahman¹, Jumhur Hakim², Kertajadi³, Taufan Handika Putra⁴

¹²³⁴. Universitas Mataram

E-mail Corresponding Author: rahman@unram.ac.id

Abstract

Bonjeruk tourist village with Nostalgia Tourism Branding develops Cultural and historical Tourism Products, Rural Nature and Culinary which will give an impression to visitors how to live peacefully in the countryside with beautiful natural nuances and noble culture so that they will feel comfortable after all this time busy with the hustle and bustle of life in the area of origin. The data collection methods used in this research are observation, interview, and documentation, data analysis in this research is descriptive qualitative. Based on the results of the research conducted, Bonjeruk village ecotourism has a variety of tourism potential that is beautiful and interesting to visit, the potential of ecotourism includes tourists can do English learning activities, enjoy rice fields and enjoy the agricultural products of the local community, one of which is coffee. The next potential is to enjoy the historic buildings of Dutch heritage.

Keywords: Ecotourism, Bonjeruk, Tourism, Village.

INTRODUCTION

Lombok Island is known as one of the islands in Indonesia that holds a variety of tourism potential both in terms of nature and culture. Administratively, Lombok Island is divided into five regions: Mataram City, North Lombok Regency, East Lombok Regency, Central Lombok Regency, and West Lombok Regency. Central Lombok Regency is one of the Level II Regions or regencies located on the island of Lombok, West Nusa Tenggara province. The capital of this region is Praya sub-district. Central Lombok Regency has an area of 1,095.03 km² with a population of 1,059,042 people. Central Lombok Regency which is currently being discussed by having 15 tourist destinations that are no less interesting than other tourist destinations. Bonjeruk Tourism Village is one of the 15 tourist destinations in Central Lombok.

Bonjeruk Village is one of the tourist villages located in Jonggat District, Central Lombok Regency, West Nusa Tenggara. Bonjeruk can be said to have a strategic location because it is adjacent to several famous attractions such as Narmada Park and the Sukarara traditional weaving center. Not only that, Bonjeruk is quite close to several other strategic locations because it only takes 25 minutes from the airport, 30 minutes from Mataram City, and 15 minutes from Praya City.

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nuances and noble culture so that they will feel comfortable after all this time busy with the hustle and bustle of life in the area of origin. Bonjeruk tourist village is managed by pokdarwis Bonjeruk Permai which consists of 25 people who have undergone various competency training in the field of service providers and are very optimistic that they can provide the best service for visitors as we have run.

Bon Jeruk tourist village has the concept of ecotourism, it's just that in its application there are several shortcomings such as the lack of government involvement in providing direction to the community about the importance of managing a destination that has great potential in the Bon Jeruk Village area, the next problem is the lack of community sensitivity to the tourist environment, and finally the community involvement in the tourist village is still minimal.

Based on the background above, the team of writers is interested in conducting a more in-depth study related to the application of the concept of ecotourism in Bonjeruk village, because the characteristics of BonJeruk tourist village are still only nature-based and have not involved the community so that the potential in the village has not been optimally utilized. Therefore, the writing team tried to explore and study the potential of Ecotourism in Bonjeruk Tourism Village.

RESEARCH METHOD

Bonjeruk is one of the villages located in Jonggat District, Central Lombok Regency, West Nusa Tenggara Province, Indonesia. The village is predominantly Sasak and is located in the central part of Lombok Island. The data collection methods used in this research are observation, interview, and documentation.

Data analysis in this research is descriptive qualitative applied to each analysis of existing problems, namely by explaining or using detailed explanations obtained from respondents and sources (Murianto, 2014). The data obtained from the results of this study are classified based on the type of data suitable for answering questions, then interpreted in accordance with the concepts and theories used, then conclusions are drawn so as to answer the two main problems discussed in this study.

RESULT AND DISCUSSION

The type and characteristics of ecotourism in bonjeruk are agro ecotourism, where the development of agritourism and ecotourism in the bonjeruk tourism village

area offers visitors an experience of the life of the agricultural area. Visitors get the opportunity to carry out various activities carried out to enjoy the natural scenery & adventure there both in terms of historical, cultural, agricultural, and culinary potential.

1. Bonjeruk Tourism Village based on the type of ecotourism:

a. Nature Ecotourism.

Bonjeruk tourist village has tours that are so distinctive of its culture and nature. For example, such as ancient cliff tours and rice fields and various types of ancestral historical relics.

b. Cultural Ecotourism.

Bonjeruk tourist village is also very well known for its thick cultural tourism. Such as old buildings in European architectural style that contrast with traditional rural areas. Activities that are often carried out in bonjeruk are weaving culture, and a culture of replanting trees and bamboo.

2. Bonjeruk tourist village is seen based on ecotourism characteristics:

a. Nature Based

The existence of the bonjeruk tourist village which is in the middle of a village that has neighboring villages, indirectly makes it an ecotourism-based tourist destination. In accordance with the definition of ecotourism according to Fennel (in Arida, 2009) which states that ecotourism activities must be based on the authenticity of the natural environment, the Bonjeruk tourist village is very suitable to be an ecotourism-based tourist village. In addition to historical tourism, Bonjeruk Tourism Village also has agro-tourism potential thanks to its fertile nature. Bonjeruk offers a diverse agritourism experience. Starting from agricultural activities, fruit plantations, rice fields, and trade in crops that can also be witnessed directly in Bonjeruk.

b. Ecologically Sustainable

Preservation of forests in Bonjeruk tourism village and also held activities to protect ancestral relics. Coffee planting activities, weaving, as well as plant harvesting activities that are almost extinct and are revived by the Pokdarwis in the Bonjeruk Tourism Village.

c. Environmentally educative

Upon arrival at the bonjeruk tourist village which has a distinctive culture, tourists can witness the uniqueness and splendor of various types of tourism in

bonjeruk village. Such as culinary tourism, cultural tourism, ancient cliff tourism. The existence of Bonjeruk village is further beautified by having culinary tourism, keranket chicken which is a typical culture in bonjeruk village in proposing to the bride. And become a special attraction for tourists.

d. Beneficial for the local community

The existence of the bonjeruk tourist village is very beneficial for the local community, with the tourism developed by the community in bonjeruk experiencing an increase in Human Resources (HR) and also the lack of unemployment rate for the local community. So it can be concluded that with the existence of tourism in Bonjeruk, the level of economic difficulty of the community is reduced.

e. Tourist Satisfaction

Ecotourism activities are in great demand by tourists visiting the Bonjeruk tourist village, namely visiting various tours in Bonjeruk. Bonjeruk tourist village in addition to the existence of this village which is far from the crowd, tourists can feel the life of local people who are still integrated with nature and are very attached to their unique culture. Tourists who visit get new experiences and knowledge about the architectural structure and function of each tour in Bonjeruk. In addition, tourists can also learn the arts of the local community, namely weaving and planting some plants that are almost extinct.

Bonjeruk Village has great potential to become a tourist village, in addition to its vast rice fields, nature that is still very well preserved, as well as the village culture that is still very thick. This is very convincing that with a little conceptual planning in this village, Bonjeruk Village can further maximize the potential that already exists. The use of natural materials, as well as the adaptation of traditional Lombok buildings with Dutch buildings are deliberately used in order to continue to present the image of a village that is thick with culture and history without destroying the nature and order of Bonjeruk Village.

With the development of development that comprehensive development at section village bonjeruk, It is expected to advance the economy of the surrounding community, and preserve the surrounding customs. There are several forms of ecotourism activities in Bonjeruk Tourism Village:

1. English Learning Activities

Bonjeruk Tourism Village offers English learning activities with a natural atmosphere. visitors and the local community can learn in the flower garden or open hall. Not only learning, during activities in this Tourism Village, communication must also be in English, so don't be surprised if tourists find garden farmers who greet them in English. In addition to English classes, there are also SME education classes and cooking classes.

2. Blending with Nature and Other Activities

Here, tourists will be presented with a wide stretch of rice fields with a rural atmosphere so that tourists are comfortable relaxing while enjoying a cup of roasted coffee typical of Bonjeruk Tourism Village. The coffee served is not just any coffee of course, this roasted coffee consists of three types, namely sand roasted coffee, cinnamon roasted coffee, and rice roasted coffee. Roasted coffee, which is the flagship product of Bonjeruk Village, can sell as many as 140 packs a day. Tourists can also watch rice and garden farmers and breeders work while gaining more knowledge while tasting fresh produce.

The tourists will also cross the rice fields, make roasted coffee typical of Bonjeruk, make traditional snacks Renggi & Opak, learn to make traditional herbs, sherbet enjoying typical Bonjeruk village food, cultural art performances (Gendang beleq / Prese) and traditional games. UMKM workshops (edible flowers, herbal medicine, coffee roasting, as well as sales of fabrics, food, handicrafts). Preservation of Wayang Kulit Performing Arts Studio, Bamboo Gamelan Art, Dance Art, Peresean Art (more prominent to gendang belek, because it is usually used to welcome big guests who come). Construction of a History Museum (collecting data and historical collections as a common asset that will later become a tourist attraction), Development of Tourism Events (preserving the culture and culture of the village).

Tourism Events (preserving the culture and creativity of the community through the implementation of weekly, monthly and annual events involving all elements of society). Panbaek events collaborate with the culture there, marketing is direct cooperation with travel, apart from the webset. In addition to education both about agriculture and so on there. With the aim of conserving the environment and preserving the lives and welfare of local residents.

3. Take a Picture in a Dutch Building

Bonjeruk is the oldest village in the Central Lombok region, this village was founded in 1886 but its existence is said to have existed since 1852. When setting foot in this village, tourists will also find several old buildings still standing firmly, looking striking among the residents' houses. One that attracts attention is the gate that reads 'Bondjeroek den 10 mei 1933' this building is called Gedeng Beleq. This gate is the gateway to the Dutch art deco-style house.

In the colonial era, this place was the center of the Jonggat District government. It's no wonder that Bonjeruk Tourism Village has its own allure for tourists, especially those who enjoy historical tourism. Another iconic building is the Raden Nunu Unas Mosque, which was built in the 1800s.

CONCLUSION

Based on the discussion above, Bonjeruk village ecotourism has a variety of tourism potential that is beautiful and interesting to visit, the potential of ecotourism includes tourists can carry out English learning activities, enjoy rice fields and enjoy the agricultural products of the local community, one of which is coffee. The next potential is to enjoy the historic buildings of Dutch heritage.

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