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The Concept of Local Wisdom: Synergy between University and Local Government in the Development of Tourism Villages

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ABSTRACT

The purpose of this research is to assist villagers in preparing village tourism roadmaps, especially sports tourism, assisting in creating content on social media to promote village local wisdom as well as promote virtual village tourism (virtual tourism). The approach method used is Focus Group Discussion, modeling, workshops, and peer tutoring both in preparing village roadmaps and developing creative content. The research results obtained were upgrading through village potential inventory activities, human resource management, especially knowledge about virtual tourism and sports tourism, and marketing through social media carried out by the team to partners, namely getting a positive response. There has been an increase in the knowledge and understanding of the community in creating social media accounts, determining creative ideas for promotion, and preparing roadmaps for tourism villages (sports tourism and virtual tourism). The development of tourism potential and community empowerment is carried out because there are many potential natural resources (food and tourist objects), human resources, and cultural resources (Bull Racing) to be developed and shared with a wide audience through social media which will later bring benefits and benefits for the local community.

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INTRODUCTION

Starting in 2021, the team proposing community service (PKM) has conducted scientific research, in the village research category in the village of Tengket Village, Arosbaya District, Bangkalan Regency, with the theme: Implementation of the GBR Program: "Glocalization of Bull Racing" as an Effort to Preserve Bull Races in the Village Arosbaya Tengket as Local Wisdom of Madura (Suprapto et al., 2021; 2022) One of the results of this research is the recommendation for the development of a tourist village and further assistance for cattle breeders for cattle races. Therefore, this research activity needs to be followed up with this PKM activity. So, the PKM partners are village officials and cattle breeders in the village. In Tengket village there is a village icon, namely a pair of cows named "Terobos Sakti", which have participated in competitions starting at the sub-district, district, and even national levels. The village has potential that has developed and continues to be preserved, namely natural tourism, and cultural and historical tourism. Included in the cultural and historical tourism category is bull racing which is supported by the village livestock sector with the main commodities being beef cattle, buffalo, goats, free-range chicken, ducks, and sticks. Previous research activities, through the GBR (Glocalization of

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bull racing) program, this research will help the success of the village development program while preserving the local wisdom heritage of the Madurese people (Suprapto et al., 2022).

PKM in Tengket Village is part of Place-Based Education (PBE). PBE itself is an educational model that explores various local pearls of wisdom that can be integrated with various fields including education. PBE provides advantages in exploring various local wisdom, culture, and experiences from the community (Cincera et al., 2019). PBE aims to increase community interaction and involvement, spur academic learning outcomes, and influence the wider community. Therefore, PBE and local wisdom are two interrelated latent or abstract variables that produce a new concept of "PBE-local wisdom" (Komariah et al., 2018; Wardhani et al., 2020). PBE has the opportunity to promote the local wisdom of a place, a region, or an area. In addition, the potential for local wisdom in Tengket Village, Arosbaya District, Bangkalan Regency has not been optimized. This village is located on the west coast of the island of Madura and has regional potential from the agricultural, livestock, plantation, and tourism sectors which are very suitable as partners in implementing the MBKM program. In particular, the Bangkalan district tourism sector policy has emphasized the arrangement of tourist objects that are directed at attracting tourists, to create jobs which in turn will be able to support development. The orientation of tourism development policies is to increase regional cultural tourism objects (Pemkab Bangkalan, 2022; Indriani et al., 2019) This is where the role of universities is needed.

In the tourism sector, Tengket Village has potential that has developed and continues to be preserved, namely nature tourism, cultural and historical tourism, and special interest tourism. Included in the cultural and historical tourism category is bull racing which is supported by the village livestock sector with the main commodity being cattle. The urgency of this PKM activity is that cow races can be viewed from the context of culture, sociology, politics, and education, to the context of metaphysics and physics. For example, through the local wisdom course in physics, preliminary research has also been produced on the relationship between cables (jockey riding media) on cow races and the concept of physics: Newton's laws. Here place-based education (PBE) makes a real contribution to efforts to preserve local wisdom in certain areas.

Based on the discussions and recommendations on the results of the research conducted previously, the PKM team's justifications with the village partners were produced which reflect the village's condition as follows (1) Citizens' media literacy, especially cattle breeders, is still lacking to promote their village, for example regarding the creation of social media content, such as Instagram and YouTube content and (2) Village officials have not been successful in compiling a roadmap for Tengket village towards a tourism village, both sports tourism and virtual tourism to promote local wisdom which is the village's potential. These problems will be solved together through the PKM program with the theme: "Assisting Tengket Village to become a tourist village based on local wisdom of *Karapan Sapi* through upgrading social media, sports tourism, and virtual tourism".

RESEARCH METHOD

The approach method used is Focus Group Discussion, modeling, workshops, and peer tutoring both in preparing village roadmaps and developing creative content. Community participation in the implementation of the program is expected to support and take an active part in preparing the roadmap for Tengket village as a tourism village of Karapan Sapi, and for villagers to become ICT literate, especially in creating creative content on social media with the assistance of the PKM team from Unesa. Evaluation of program implementation and program sustainability after the completion of PKM activities is carried out by monitoring village developments, which can be seen from the active social media content that is shared for the promotion of their villages. The PKM implementation method consists of several stages:

1) Focus Group Discussion (FGD), at this stage an FGD is carried out to equalize perceptions between village officials and village residents as well as the PKM team from Unesa regarding the common target to be achieved, namely the existence of a roadmap for Tengket village as

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a tourist village of Karapan Sapi, and villagers who ICT literacy, especially in creating creative content on social media.

2) Assistance in the preparation of social media content. At this stage, modeling of creative content creation and creative content creation workshops by villagers is carried out.
3) Assistance in preparing the tourism village roadmap, at this stage the development, discussion, and presentation of the Tengket village roadmap towards the *kerapan sapi* (bull racing) tourism village are carried out.
4) Independent work of PKM partners, villagers complete targets with the monitoring of the PKM team.
5) Evaluation of partner performance by the PKM team, at this stage the PKM team evaluates the performance carried out after the mentoring will end and obtains feedback from the PKM goals.

RESULTS AND DISCUSSION

The Potential of Tengket Arosbaya Village as a Tourism Village

The process of identifying tourism potential in the village is the first step in establishing a tourism village. The identification process is intended to find out the tourism potential in the village that can be felt and enjoyed later. This research covers the area of Tengket Village, Arosbaya District, Bangkalan Regency which has tourism potential.



Figure 1. Location of Tengket Arosbaya Madura Village

Most of the population work as farmers and fishermen. Tengket Village is located in a coastal area that certainly has extraordinary natural potential and a wealth of marine resources. This village has rivers and estuaries that can be used as tourist areas. Based on information obtained in the field and interviews with the local people of Tengket Village, some information was obtained regarding the potential of Tengket Village to become a tourism village which is explained in Table 1.

Table 1. Potential of Tengket Arosbaya Madura Village

No	Village Potential	Description
1	*Saung Desa* (Village Saung)	The coastal area of Tengket village has many protected mangrove areas. Therefore, as a supporter of coastal management. Saung was built as an educational place for the people of Tengket Village and tourists outside the village.
2	*Tambak* (Fishpond)	There is a pond area that can be a learning facility

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No	Village Potential	Description
3	River flow and Estuary	The river flows and estuaries that are directly connected to the Madura Strait are potentials that can be used as tourist objects where many people have boats.
4	Mangrove Area	The mangrove area of Tengket Village is an environmental conservation effort. Mangroves from Tengket Village are often traded when there are national events by several agencies and officials
5	Bongko Culinary	Bongko is a snack from Arosbaya which existed half a century ago. Bungko is made from the basic ingredients of rice flour wrapped in banana leaves. It has a sweet and sticky taste on the tongue. This sweet cake is called Bongko because initially it was only sold at home, not installs. The name Bongko comes from the Madurese word "bongko" which means house. The Madurese have a habit of making pronunciation easier and shortening words so that they unknowingly change the word Bungkoh to Bongko.
6	Rujak Kambang Culinary	Rujak Kambang is a popular food that can be found in Arosbaya. The word "kambang" itself is the Madurese language which means floating. It is called Rujak Kambang because this rujak is served with quite a lot of seasonings, namely gravy from boiled water from fish, petis, and a little vinegar and this type of rujak is different from rujak in other regions.
7	Cultural Tourism (*Kerapan Sapi Madura* or Bull Racing)	Trobos Sakti is the only cow race team from Tengket Arosbaya Village. Trobos Sakti has a myriad of achievements, one of which is the first place in the Underclass event at the District Level Cup. Not only that, Trobos Sakti shocked the world of cattle racing by becoming the underdog team that was able to win the prestigious championship. and was able to melt H. Tohir's heart by bidding on his cow worth 300 million.
8	Arosbaya *Pelalangan* Hill	A red limestone quarry site with beautiful caves, tunnels, and sculptural forms carved out of the rock. This mining site can be used as a photo sport for pre-wedding, assignments, or films. This hill is one of several limestone hills in Bangkalan Regency.
9	Mother's Aer Mata Grave	Ratu Syarifah is the wife of Raden Praseno, the ruler of Madura who holds the title Cakraningrat I. Their marriage was blessed with three children, namely RA Atmojonegoro, Ri Undagan, and Ratu Mertoparti. It is said that Panembahan Cakraningrat I, who became king in Madura, spent more time in Mataram to help Sultan Agung. This made Cakraningrat spend a lot of time without his wife, Syarifah. The wife often feels sad. Until he was determined to do meditation on a hill in the Buduran Arosbaya area. In her asceticism, Syarifah begged her descendants up to the seventh generation to be destined to become government rulers in Madura.

However, the lack of facilities is an economic factor for the surrounding community. This is one of the reasons why many people do not know about the existence of a tourist village in Tengket Village. In helping to upgrade Tengket Village to become a tourist village, of course, requires the hard work of all parties and social media which is a forum for information and village branding to improve the community's economy. With assistance in creating social media accounts and training in creating social media content, it can become a forum for promoting tourism and unique products produced by the people of Tengket Village.

Activities for Upgrading the Tengket Arosbaya Tourism Village

Assistance activities towards tourist villages are carried out through social media upgrading activities. The research team presented several materials that could support the development of

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a tourist village. This activity is related to an inventory of village potential, human resource management, especially knowledge about virtual tourism and sports tourism, and marketing through social media. This activity was attended by the village head, village officials, youth organizations, and the Tengket Village community. The upgrading activities lasted for two days with the first day focusing on materials and FGDs and the second day was hands-on training on creating social media accounts and content.

Community participation in Tengket Village actively participates in developing the potential of Tengket Village to become a tourist village by actively asking questions, and providing suggestions and discussions to support development implementation. The development of tourism potential and community empowerment is carried out because there are many potential natural resources (food and tourist objects), human resources (youth association), and cultural resources (bull racing) to be developed and shared with a wide audience through social media which will later be brought benefits and profits to the local community.

Social Media and Roadmap of Tengket Arosbaya Village

Social media can help in tourism promotion and long-distance interaction with tourists (virtual tourism). Social media can be used to create content related to tourist attractions. This will provide useful information for consumers or tourists and can increase the number of followers on social media that are used as promotional sites. During the upgrading activities, village officials and youth organizations assisted by the research team created several social media accounts and content about Tengket Village. Figure 2 is an Instagram and Youtube account of Tengket Village, Arosbaya District.

The Tengket Village tourist route was designed to make it easier for tourists to reach it. The tourist path can describe tourist points that are easily understood by visitors. In the upgrading activity, location points for tourist villages have also been determined using Google Maps. Researchers provide directions on how to determine the location of a tourist village that is followed by the community. Apart from that, there is also a road map design or tourist route which is a collaboration of the research team and the people of Tengket Village (Figure 3).

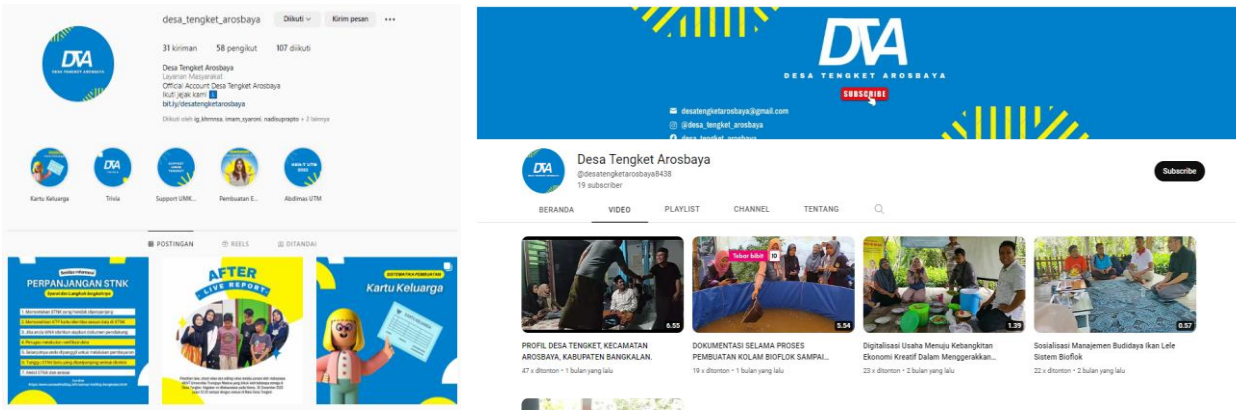


Figure 2. Instagram and Youtube of Tengket Arosbaya Village

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Figure 3. Road Map of Tengket Arosbaya Village

Understanding and Skills of the Tengket Arosbaya Community

Based on situation analysis through discussions, interviews, and surveys conducted by the team in the field, it is known that not many people in Tengket Village know about the village's potential. One of the potential and extraordinary achievements of the village is the Terobas Sakti cattle pair, owned by one of the bullock breeders, who once won the presidential trophy. In addition, community literacy regarding the use of social media to promote village potential through the creation of social media content such as Instagram and YouTube is very weak. Village officials have also not succeeded in compiling a roadmap for Tengket Arosbaya village towards a tourism village (sports tourism and virtual tourism).

The Unesa PKM team carried out upgrading activities to assist in creating social media content (Instagram and YouTube) for villagers, especially cattle breeders to promote the potential and success they had experienced. In addition, assistance in making the Tengket village roadmap for village officials as a tourism village, both sports tourism and virtual tourism to promote local wisdom which is the village's potential. On the first day, upgrading activities were held at the Tengket Village Hall which focused on tutorials on creating social media accounts, creating tourism branding content, types of social media, and how to upload content to social media.

On the second day the upgrading activities were carried out in the Saung where the mangroves were cultivated. The activity began with the practice of creating village social media accounts and adding Tengket tourism and cultivation sites on Google Maps. In the next activity, researchers and the village community conducted surveys in several places such as ponds, estuaries, and mangrove cultivation. Villagers create content about the place. The village community was very enthusiastic about following the upgrading activities step by step. The result of this upgrading activity is village social media accounts consisting of YouTube and Instagram. The results of the progress of the upgrading activities carried out by the Team for the people of Tengket Arosbaya village are presented in Table 2.

Table 2. Social Media & Roadmap Upgrading Progress Results

No	Before	After	Results
1	Lack of knowledge and understanding of the people of Tengket Arosbaya Village regarding the use of social media (Instagram and Youtube) 30%	Knowledge and understanding of the people of Tengket Arosbaya Village in terms of using social media (Instagram and Youtube) increased by 90%	After the upgrading activity regarding creating a social media account as a tourism village promotion for the people of Tengket Arosbaya Village, there was an increase of 60%
2	Lack of creativity in determining content ideas in	Community skills in creating content promoting tourist	After upgrading activities regarding skills in determining

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No	Before	After	Results
	promoting tourism villages on Instagram and making videos on Youtube 20%	villages on Instagram and making videos on Youtube increased by 83.33%	creative ideas in promoting tourism villages on Instagram and making videos on Youtube for the people of Tengket Arosbaya Village there was an increase of 63.33%
3	Lack of public knowledge and understanding regarding the preparation of a roadmap toward tourism villages (sports tourism and virtual tourism) 13.33%	Community knowledge and understanding in terms of preparing a roadmap towards tourism villages (sports tourism and virtual tourism) increased by 93.33%	After upgrading activities regarding the preparation of a roadmap from the potential of Tengket village to a tourism village (sports tourism and virtual tourism) for the community there was an increase of 80%

Based on Table 4.2 it can be seen that the upgrading activities carried out by the Unesa PKM team to partners, namely the community in Tengket Arosbaya village, received a positive response. Community knowledge and understanding in creating social media accounts as promotional media for village potentials increased by 60%, skills in determining creative ideas to promote village potentials towards tourist villages on Instagram and creating video content on Youtube increased by 63.33%, and preparation of a roadmap for the potentials of Tengket village to become a tourism village (sports tourism and virtual tourism) which increased by 80%.

The Tengket Village community actively participates in developing the potential of Tengket Village to become a tourism village by actively asking questions, and providing suggestions and discussions to support development implementation during upgrading. People who initially did not know the potential and achievements in the village where they lived became aware and enthusiastic about developing and improving them. The development of tourism potential and community empowerment is carried out because there are many potential natural resources (food and tourist objects), human resources (taruna reefs), and cultural resources (bull racing) to be developed and shared with a wide audience through social media which will later be brought benefits and profits to the local community.

CONCLUSION

Upgrading activities, namely inventorying village potential, managing human resources, especially knowledge about virtual tourism and sports tourism, and marketing through social media carried out by the Unesa PKM team to partners, namely the community in Tengket Arosbaya village, received a positive response. Community knowledge and understanding in creating social media accounts as promotional media for village potentials increased by 60%, skills in determining creative ideas to promote village potentials towards tourist villages on Instagram and creating video content on Youtube increased by 63.33%, and preparation of a roadmap for the potentials of Tengket village to become a tourism village (sports tourism and virtual tourism) which increased by 80%. During the upgrading activities, the people of Tengket Village actively participated in developing the potential of Tengket Village to become a tourism village by actively asking questions, and providing suggestions and discussions. People who initially did not know the potential and achievements in the village where they lived became aware and enthusiastic about developing and improving them. The development of tourism potential and community empowerment is carried out because there are many potential natural resources (food and tourist objects), human resources (taruna reefs), and cultural resources (bull racing) to be developed and shared with a wide audience through social media which will later be brought benefits and profits to the local community.

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