ANALYSIS OF RELIGIOUS TOURISM VILLAGE DEVELOPMENT IN SELO VILLAGE, TAWANGHARJO IN GROBOGAN DISTRICT - CENTRAL JAVA

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\textbf{Abstrak}


\textbf{Kata Kunci:} Pembangunan, Desa Wisata Religi

\textbf{Abstract}

This research aims to look at the development of a Religious Tourism Village in Selo Village, Tawangharjo District, Grobogan Regency, Central Java. This development is seen from economic, social and financial aspects. The results of this research are that the Selo Tourism Village has economic potential that is worth developing. Apart from that, there is support from the community and tourism actors in Selo Village to develop religious tourism. The benefits of this development are very large, where the welfare of the community continues to increase, the development of thematic tourism will have a high impact on the village and community.

\textbf{Keywords:} Development, Religious Tourism Village

\textbf{Article History:} Received: 08 April 2024 Revised: 03 May 2024 Accepted: 10 June 2024
INTRUDUCTION

Grobogan Regency has a lot of tourism potential. Tourism potential in Grobogan Regency, in the form of natural tourism, cultural tourism, religious tourism, artificial tourism and so on. Of the tourism in Grobogan Regency, there are several tourist attractions that have not been developed. So this has become a daily concern for the Grobogan Regency Government to develop existing tourism. Concrete things have been done by the Grobogan Regency Government regarding this matter, one of which is by developing tourism into a tourist spot that already has embryos for development and is much sought after by the people of Grobogan and people outside Grobogan.

One of the natural tourist attractions, which is managed and managed by the Selo Village Government, Tawangharjo District, Grobogan Regency, is religious tourism in this village. It is planned that this village will be developed as a thematic village for religious tourism in this area. It is planned that this village will be developed as a thematic village for religious tourism, of which there will be several tourist attractions including: swimming pool, museum and the grave of Ki Ageng Getas Pendowo. In 2022, a Ki Ageng Selo Thematic Tourism Study will be prepared, and this year a FS study will be carried out on the development of the Thematic Religious Tourism Village in this area.

Despite its potential, the development of this tourist attraction is still rudimentary, and has not received attention for development. Facilities and infrastructure must be developed. The condition of the facilities at this tourist attraction is still very minimal and not optimal. This is because there are no funds for development of this tourist attraction. Where the source of development revenue still comes from the number of tourist visitors, while the condition is that the number of tourists at this object is still minimal.

Bearing this in mind, there is talk of a plan from the Regional Government to carry out a tourism development plan in Selo Village, Tawangharjo District. This development includes plans for developments that will be carried out in both physical facilities and management. For this reason, before development is carried out, a feasibility study (FS) is needed on how feasible the development of Thematic Tourism in Selo Village, Tawangharjo District, Grobogan Regency is seen from various aspects (economic, social, legal and financial).

Theoretical Basis

According to Law number 10 of 2009 concerning tourism, a tourist destination is a specific geographical area located in one or more administrative regions in which there are tourism activities and is equipped with the availability of tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities. Cooper et al (1997) stated that there are 4 (four) components that a tourist destination must have to develop tourism potential, namely:

1. Attraction

Attractions are the main product of a destination. According to Karyono (1997) Attractions or tourist attractions are related to what can be seen (what to see) and done (what to do) by tourists at a tourist destination. Reinforced by Suwena (2010), tourist attractions or tourism resources are components that significantly attract tourist arrivals and can be developed where tourist attractions are found (in situ) or outside their original location (ex situ).

2. Accessibility

Accessibility is the facilities and infrastructure that make it easy for tourists to move from one area to another. Important factors related to tourism accessibility aspects include directions, airports, terminals, time required, travel costs, and frequency of transportation to tourist locations (Sunaryo, 2013). Individual tourists arrange their own trips without the help of travel agents so they are very
dependent on ease of access and public facilities.

3. Amenity
Sugiama (2011) explains that facilities are all kinds of supporting facilities and infrastructure while tourists are in a tourist destination, including accommodation needs, provision of food and drinks, performance buildings, entertainment venues and shopping Venues.

4. Ancillary
Sugiama (2011) explains that ancillary or additional services are tourism institutions that can provide tourists with a sense of security and protection (protection of tourism). Additional services include the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination.

METHOD OF RESEARCH
The Types of Data
The Types of Data used in this Research are secondary data and primary data. The secondary data used is data obtained from the Village Tourism Management/ Department/ Agency related to the preparation of this activity. Apart from that, primary data is also needed in this activity. This primary data was obtained directly from the study object, for example from traders, the public or visitors to Selo Village tourist attractions.

The Analysis Techniques
The Analysis Techniques used in this Research are:
1. Analysis of Economic Aspects
   In the economic aspect, there are several things that are looked at and analyzed, namely regarding:
   a) Look at the existing (potential) conditions of Selo Village, Tawangharjo District, Grobogan Regency.
   b) Looking at the problems that occur in the management and development of the Selo Village Religious Tourism Village.
   c) SWOT Analysis (Strengths-Weaknesses, Opportunities-Threats) Development of the Selo Religious Thematic Tourism Village.

2. Analysis of Social Aspects
   Analysis of social aspects, looking at the community's response to the discourse on "Thematic Development of Religious Tourism Destinations in Selo Village, Tawangharjo District, which will be implemented.

3. Financial Feasibility Analysis
   In financial feasibility analysis, the analysis methods used include:
   a) Payback period (PP)
   b) Net Present Value (NPV)
   c) Internal Rate of Return (IRR)

RESULTS
1. Economy Aspects
   Attraction:
   - In Selo Village there is a plan for processing special foods or souvenirs which can be used as potential local resources in this thematic area.
   - In Selo Village, the increase in visitor visits to religious tourism continues to increase because it is not only visitors from within the city who visit religious tourism, but many tourist visitors from outside the city, apart from that, the high increase in tourist visits occurs on holidays or weekends.

   Amenity
   - In Selo Village, environmental infrastructure already exists, but with the development of thematic areas, environmental infrastructure will also be added.
   - In Selo Village there are homestays or lodgings, these lodgings are in the community villages in Selo Village, these homestays are houses or
buildings owned by some of the Selo Village community itself.  
- The tourist building in Selo Village is a religious tourist attraction, namely the building is the tomb of Ki Ageng Selo, this building is used as a religious tourism facility in Selo Village, Tawangharjo District.

### Accessibility:
- In Selo Village, road accessibility is safe and adequate for buses, cars and motorbikes, the road has 2 lanes, 2 lanes, even for turning around buses, cars and motorbikes there are already existing ones.
- In Selo Village, the public mode of local transportation is that there are tourist motorbike taxis, where these motorbike taxis take tourist visitors to the tourist attraction, namely the tomb of Ki Ageng Selo.
- In Selo Village there are already roads for pedestrians, namely sidewalks, however in the development of thematic groups also improved pedestrian or pedestrian roads so that tourist visitors can also walk in the areas or tourist attractions in Selo Village.

### Human Resources:
- In Selo Village, there is a community role in the tourism village because the people who live or are in Selo Village also participate in agreeing and supporting the tourism village program to be implemented in Selo Village, Tawangharjo District.
- In Selo Village, community self-help has greatly increased by seeing community enthusiasm and community support and participation in the tourism village program in Selo Village, Tawangharjo District.

#### Table 1. Economic Aspect Feasibility Conclusion

<table>
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<td>2</td>
<td>SWOT Analysis</td>
<td>There are several opportunities and threats and several strengths and weaknesses in the development of religious tourism in Selo Village</td>
<td>Feasible, with the right policies</td>
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</table>

2. Social

The local community fully supports the plan to develop the Selo Tourism Village, because they think this will have a positive effect on the Selo Community and the Grobogan Community. The welfare of the
community and village will become more advanced, where the economy of Selo Village will grow further with the emergence of opportunities for economic activity that will emerge if the development plan is realized. Community support will certainly bring great encouragement to the village government and regional government, to make this happen.

3. Financial Aspect

- Investment costs required for the development of the Selo Thematic Tourism Village require a cost of Rp. 221,488,876,000, from the financial aspect using scenario 1 (minimum) and scenario 2 (maximum) it is concluded that this activity will not return on investment within the 15 year investment period. Considering that the B/C ratio, NVP and IRR values show negative numbers.

- The investment cost required for the Development of the Selo Thematic Tourism Village assumption 3 (RAB does not include Infrastructure Development), requires a cost of Rp. 147,115,875,000, from a financial aspect using scenario 3 it is concluded that this activity will not return on capital within the 15 year investment period. Considering the B/C ratio (Positive), NVP (Decent at 14%), and IRR values show negative numbers.

**CONCLUSIONS AND RECOMMENDATIONS**

From several aspects, namely economic, social, legal and technical aspects, it can be concluded that the Thematic Tourism Village Development Plan in Selo, Grobogan Regency can be implemented.

**Recommendations for this research are:**

1. From the financial feasibility criteria, this activity will be difficult to realize. Bearing in mind that the plan to develop the Selo Thematic Tourism Village requires a large budget, with very high operational costs and the income earned over 15 years has not covered the large investment costs used. However, if we look at the multiplier effect (money circulation) in Selo Village, after development, the money circulation is predicted to be IDR. 24,156,000 on quiet days (one day), on busy days Rp. 93,590,000 on busy days (one day).

2. The benefits of this development are very large, where the welfare of the community continues to increase, the development of thematic tourism will have a high impact on the village and community. One of them is that the economy is growing (from the tourism sector), making MSMEs more developed, trade is developing, and so on.

**REFERENCES**


BRIEF PROFILE

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