

# STRATEGY OF TOURISM VILLAGE DEVELOPMENT BASED ON LOCAL WISDOM

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## ABSTRACT

One of the current development alternatives is Tourism Development, mainly rural tourism. The fundamental problem is how the right strategy to achieve these development goals. The development of a tourism village can consider the potential of local, government, private, formal, and informal economic sectors and internal and external interest groups. This study seeks to reveal the right strategy in developing tourism in the village of Telaga Biru Bangkalan based on local resources. This study uses a literature review with a tourism development approach within a qualitative method frame. The data is in the form of interpretations of research results published in national and international journals that are analyzed descriptively to produce conclusions. The result of this study is the formulation of a form of tourism in a tour package that includes batik schools, traditional Madurese games, and traditional art performances, regional culinary specialties, and lodging with the Tanean Lanjhang concept. The Strategy for the Implementation of Batik Tourism Village program through stages, including First, increasing community capacity with knowledge as the main target of Knowledge, Attitudes, and Practices (KAP) of the local community through community-based education and training activities (CBT). Second, human resource inventories for local guides, Batik school instructors, traditional Madurese game teams, Madurese culinary providers. Third, the institutionalization of tourism village management at the village level will be responsible for the sustainability of the tourism village. Fourth, the efforts of bridging and linking with the Bangkalan tourism office and investors. Fifth, cooperation with the travel agencies in Madura. Sixth, branding, and promotion through social media and tourism village websites. Implementing this strategy will create a new tourist destination, "Batik tourism village" in a different form and will increase the community economy and regional income.

**Keyword:** Batik Tulis Tourism; Madura's Batik Tulis; Tourism Development; Local Wisdom; Tourism Village

## INTRODUCTION

Village Development is a necessity, where the constitution has mandated Law number 6 of 2014 concerning Villages. Efforts to improve the quality of life and welfare of the village community are clearly mandated by the law on the village in terms of village development. Strategic efforts to make it happen through a series of activities that are able to increase the capacity of the community towards independence, sovereignty which is interpreted as community empowerment activities.

Muqowwam in Eko, et al. (Eko, et al., 2014) called it the Catur Sakti Desa which means that the Law on Villages seeks to create an independent Village characterized by "socially empowered, politically sovereign, economically empowered and culturally dignified". The essential thing that is very important is the essence of locality and village origin must get a proportional "place" in the establishment and development of village, as (Ife & Tesoriero, 2008) call it a development that respects locality (Local knowledge, local processes, etc.). The

hope is that it can reduce the negative impacts of development by increasing participation, community involvement from identification to decision making to produce directed development (Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017)

Village development efforts can be carried out through various forms, and by various parties. Borrowing the term in empowerment, that development in the framework of empowerment necessitates the synergistic role of multi stakeholders, in this case namely the government, the private sector and the community. (Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017), (Narayan, Empowerment And Poverty Reduction: A Sourcebook, 2002) illustrates the role of Empowerment Stakeholders in the Chart to see the level of involvement of each in the process of initiative and creativity starting from Directing, Delegating, Enabling and Empowering. The discourse of village establishment and development leaves a complex discourse, starting from the direction of development, essence and the development model. This development logic necessitates a reorientation of Community- Village Development, *Village Driven Development - VDD* with the prerequisites of Village - Community as a unity of interests, goals, and placed as Subjects in development. However, the placement of society as a subject does not merely change from object to subject, but is accompanied by planting awareness of its rights and position as a subject (Sitorus, 2017), (Eko, et al., 2014).

Village, in principle is the spearhead of national development. The process of identifying problems as an initial step should ideally start from the village. The direction of village development model is to be naturally comprehensive and multidimensional, which touches on physical, social, cultural and economic aspects. One such development model is tourism development. According to Smith and Eadington, Weiler and Hall, in (Raharjana, 2012) dan (Huang, Beeco, Hallo, & Norman, 2016) Tourism development is considered as an alternative industry-based development which is known to be environmentally unfriendly, meanwhile, Tourism reduces the impact of environmental damage, cultural conservation (cultural tourism) and creates a service-based economic transformation. The World Tourism Organization (WTO) shows the existence of Alternative Tourism which is considered friendly

to the locality of community. Knowledge, culture and local wisdom will be more secure with this village alternative rural tourism development model.

The development of tourism sector shows a positive trend that can be expected to drive the economic sector. Villages, as the subject of development, have the support of a Fiscal decentralized policy opportunity to use it as a capital for tourism development. One of the villages that has successfully built a tourism village with village fund capital is Bleberan Village, Playen Sub district, Gunungkidul Regency. Bleberan Village is one of the best tourism villages in Yogyakarta (Sidik, 2015). This Tourism Village Development Model also delivered Ponggok Village Polanharjo Klaten to successfully empower the community to get passive income by investing in Village Tourism managed by BUMDES with an income of 5-7% of the investment value each month. This is able to deliver Ponggok village as the best tourism village in Indonesia in the Community Empowerment category (Listy, 2017).

Tourism Village Is a rural location that is unique with special characteristics that can be used as tourist attractions. Attractions as a tourist attraction in this village are generally in the form of natural beauty (natural resources) culture or local wisdom that is unique and potential to bring tourists (Zakaria & Suprihardjo, 2014). Telaga Biru Village, Tanjung Bumi Bangkalan Sub district, is a village that has local wisdom in the form of written batik. Handwritten batik from this village is commonly referred to as Tanjung Bumi Batik, which is one of the best Batik in Madura.

Tourism development in rural areas requires the use of local resources, the unique local wisdom becomes a tourism attraction to improve the community's economy (Wijijayanti, Agustina, Winarno, Istanti, & Dharma, 2020), (Komariah, Saepudin, & Rodiah, 2018). The research (Farhan & Anwar, 2016), shows the use of local wisdom in the form of natural resource attractions (beaches, lakes, islands) and socio-religious attractions of the Waliyullah Tombs, and distinctive culture. This shows the urgency of utilizing local resources in

tourism development in the Bawean Gresik islands and so far has succeeded in becoming the main tourist attraction of Bawean Island.

Local resources are essential things in society that can be used with the prerequisite that the community must have the ability to identify, having awareness and willingness to have a positive and participatory view. (Soetomo, 2014) . Meanwhile (Rasoolimanesh, Jaafar, Ahmad, & Barghi, 2017) mapping community participation through the Motivation, Opportunity and Ability (MOA) model. Among the dimensions of ability are awareness and knowledge which have a positive correlation where the level of awareness and knowledge can increase community participation. Awareness of self-potential in the community has a high chance of exploiting available resources for tourism development.

Tourism Village Development does not only develop an area into a new tourist destination, but also has a negative impact, an alteration in local identity. Like tourism in rural China change local identity after tourism development "Rural identity became less 'rural'.. (Xue, Kerstetter, & Hunt, 2017) found that rural development in China has an impact on the loss of locality values which include norms, local knowledge and most importantly agricultural skills. (Lai & Hitchcock, 2017) in their study assessed that disturbance from tourist had a significant effect on people's perceptions of tourism development. This is because there is an emotional dimension in the local community solidarity. Therefore, choosing the right strategy in addition to growing tourism, it will also attract support from local communities.

However, development optimism must still be instilled in developing rural tourism with the right strategy. Referring to the research conducted (Mtapuri & Giampiccoli, 2016) that tourism development can be carried out with the synergy of the private sector, government, community both Bottom Up and Top Down, and involving the formal and informal sectors economically. According to (Mandić, Mrnjavac, & Kordić, 2018) Development of tourism, especially facilities, infrastructure is needed not only to cope with the increasing number of visitors, but also to consider the "increasingly sophisticated" needs of visitors. According to studies (Mandić, Mrnjavac, & Kordić, 2018) the construction of infrastructure and facilities in Croatia is generally left to the private sector due to limited funding from the management. This can increase private

involvement in the tourism development.

The development of tourism village, through (Amerta, The role of tourism stakeholders at Jasri tourism village development, Karangasem regency, 2017) based on her research in Jasri Tourism Village, that the development of tourism village since the beginning involved a triplehelix synergy (local community, private sector/investors and the government). ) with a commitment to share their respective roles. According to him, the local community is committed to improve the quality of human resources, exploring tourism potential, maintaining cleanliness, local facilities and supporting institutions. Meanwhile, the government provides support through the PNPM independent program, legitimacy, public guidance and promotion. Meanwhile, investors play a role in initiating development ideas, positive motivation, supporting promotions and providing positive feedback.

In the other side, the one that is important too in tourism development is the future orientation. Borrowing the term of "sustainable development", tourism must also consider the aspects of sustainability, both socially, economically and in natural resources. (Lee & Jan, 2019) in their research, divide Community Based Tourism (CBT) into three stages for sustainable tourism. Involvement, development and Consolidation stages. In the involvement stage, it focuses on distributing economic benefits and protecting natural resources by providing education to the community, so that they are able to provide facilities and amenities, and are able to offer local wisdom as a tourist attraction to generate employment and income opportunities. Furthermore, providing education to the tourists to be able to appreciate natural and socio-cultural resources. This can be done by providing special channels and local translators to provide understanding to the tourists about their duty to protect natural, environmental and socio-cultural resources. In the development and consolidation stage, monitoring of social carrying capacity and environmental conservation issues must be carried out. Next is the zoning of separation of settlements and tourist locations to maintain the comfort of the community from the noise of tourists.

This study was conducted to formulate a development strategy for the Telaga Biru tourism village by considering the potential utilization, and stakeholder synergy. The potential of Telaga Biru village can be utilized as a tourist attraction. Potential local resources available are stretches of beach, Sarimuna Boat from the Kholil Bangkalan syech, and Madura Batik typical of Tanjung Bumi. One Batik that is quite famous from the village of Telaga Biru is Gentongan Batik. Batik Gentongan is one of the leading batik in Telaga Biru village, said to be superior because this batik has characteristics that are uncommon with other batik which is in the manufacturing process, where the process is immersed in a barrel at least 1 month so that the Batik Gentongan produces colors that are brighter and more durable, and the color of Batik Gentongan the longer is more brilliant even though the fabric has been fragile (Potensi Desa Telaga Biru, 2018).

From the explanation above, can be conclude that for attractions through natural resources, cultural and artificial is good enough. However, for Amenities and Access are still not optimal yet considering that its location is far enough from the center of the city of Bangkalan. Another problem is the path to this village through the North Beach which is less friendly to tourists who are accustomed to go through the southern route when going to Sampang, Pamekasan and Sumenep. Access road to Tanjung Bumi has many hollow waves. Therefore, it is necessary to formulate strategies adapted from various references of tourism development, both national and international.

## METHOD

This Short Article uses literature review method in the frame of a qualitative method. Literature review is an attempt to examine certain issues using secondary data material. There are several variants of literature review, the method in this paper is done by collecting literature or reading material that is specifically related to the object of study with the viewpoint of the relevance and closeness of the problem (Prastowo, 2012). The analysis stage in this paper is to read scientific data that has been published by considering the relevance and the closeness of the problem. Then noting the interpretation results of the reading process and arrange them in the form of a descriptive - narrative. Some of the literature materials used

as data in this paper are (Sidik, 2015), (Raharjana, 2012), (Purbasari & Asnawi, 2014), (Jupir, 2013), (Hidayat, 2011) (Rani, 2014), (Nawawi, 2013), (Satriyati, 2016). Materials or secondary data from various national journals and book chapters on Madura tourism were interpreted and then analyzed according to the studies in this paper. Results of the discussion were then drawn in the form of strategies for developing local resource-based tourism villages in Sub district of Tanjung Bumi Bangkalan.

## RESULTS AND DISCUSSION

Tourism establishment and development cannot be separated from the four keywords that are simultaneously embedded in the process to produce a model. *First*, tourism is an alternative choice for regional economic development and is closely related to sustainability. This means that tourism development does not only provide tourists need but also future of the surrounding community, especially the sustainability of natural resources.

*Second*, tourism requires the role and participation of surrounding communities. As we know, participation is the spirit of development to realize community empowerment. The purpose of involving the local community is to preserve locality while at the same time providing benefits to the local community economically from developed tourism. *Third*, concepts or forms of tourism that will be developed. Currently the dynamics of tourism needs give birth to various tourism variants, for example urban tourism, marine tourism, educational tourism and rural tourism. Strategic development and management also varied along with variations in the forms of tourism that will be developed. *Fourth*, tourism development is considered pro poor, its policies are populist, especially rural tourism. Rural tourism development is intended to increase the economy of the rural poor towards independence (Satriyati, 2016).

Tourism development in general considers 3 A (Attractions, Amenities and accessibility). Attraction is an attraction offered in the form of natural, cultural and artificial resources of natural and cultural resources (Inskeep, 1991). Besides, the

amenity or facility factor also has a significant influence on the success of tourism development, and the third A or Access is also very vital in the development of tourism.

The results of literature review material interpretation in this paper are as seen in Tabel 1.

Table 1. Material of Literatur Review

Sources	Interpretation
(Zakaria & Suprihardjo, 2014)	This source maps the components of a tourism village, the concept of developing a tourism village, the potential of the village. The development of tourism village area is based on the daily activities of the community members who are farming can be developed as agro tourism. Cultural attractions that can be developed are related to <i>Sono' Cows</i> and Batik. Spatially they are divided into three. Provision of routes, provision of special transportation facilities, daily activities of the village community and provision of facilities to support tourism activities. The non-spatial concept is to utilize customs as regulations, training, web development, community engagement, and determination of government policy.
(Rani, 2014)	Tourism development by the regional government of Sumenep Regency is able to increase regional income from the tourism sector, but has not yet made a real contribution to the community around the tourism areas. Constraints in the development of tourism is due to limited existing infrastructure.
(widiyanto, Handoyo, & Fajarwati, 2018)	Tourism in Ketingan Village only relies on natural attractions in the form of Herons and Egret habitats . Tourism development efforts in the village of Ketingan can be in the form of marketing improvements, improving services and quality of human resources, maintaining the quality of what is offered and increasing community participation.
(Nawawi, 2013)	The management of tourism on the coast of Depok is carried out with the establishment of Mina Bahari 45 tourism cooperative, which consists of the community around the tourist sites. The forms of community participation are protecting the coastal environment, waste management, liquid waste disposal, waste recycling, the provision of clean water, environmental evaluation, and safety.
(Hidayat, 2011)	Pangandaran beach attractions are still popular among Domestic tourists. Because of this beach has the opportunity to be developed, this effort requires a serious role from the government. Consider that the current condition of facilities and infrastructure are in damage. The steps to optimize the preparation of facilities and infrastructure to support development marine tourism such as the provision of diving equipment, tourist signpost areas, snorkeling equipment, coast guards/police, including information center, provision of toilets, and adequate bins for visitors in need.
(Sidik, 2015)	The development of Bleberan Gunungkidul tourism village in Yogyakarta was quite successful with an indication of a significant increase in village original income (PADes) since 2010 - 2014 according to the use of social capital in the form of village organizations, beliefs, norms and networks. Problems arisen later because there was social jealousy between hamlets. BUMDES management has not been maximized, and the emergence of economic actors in tourist sites from the middle class.
(Raharjana, 2012)	Departing from the perspective of "Community as the subject of development" that any form of development including tourism, should place the community as a subject that determines its own direction and goals. Community participation with its social component in the management of Dieng Plateau tourism is quite high. The existence of Dieng Plateau itself still has a chance to attract tourists both nationally and internationally even though the offered tourism model is in the form of massive tourism. The community is getting more solid in managing tourism along with the uncertainty of the agricultural sector results which had been the main source of income.
(Jupir, 2013)	Examining the implementation of tourism policies based on local wisdom in West Manggarai with the Edward III Model policy implementation approach. The available resources have not been used maximally, communication and coordination have not been running optimally and finally tourism based on local wisdom has not yet maximally contributed to the government, the private sector and the community. This condition is caused by a top down policy model, limited network in tourism marketing, limited human resources, the performance of policy implementers is still low, sectorial ego and socio-political conditions that are coloring.
(Umami, 2015)	<i>Social strategy through impact strategy and social impact through social media to</i>

	promote Yogyakarta Tourism deliver synergy between tourism actors and tourists who have visited Yogyakarta. Tourism promotion activities become easy and inexpensive through social media. because of the interactive nature of social media, so that feedback from visitors can be used as an evaluation material for tourism managers.
(Atiko, Sudrajat, & Nasionalita, 2016)	The rapid development of information and communication technology especially the use of internet media has caused an increase of Internet users in the World, including in Indonesia. The most popular internet media with the most users are Social Media such as Facebook, Twitter, YouTube, Path, Line, and BBM. One of the current favorites is Instagram. With the increasing number of users, Instagram is a big opportunity for tourism businesses. This media was used by the Ministry of Tourism in promoting Indonesian tourism.
(Nalayani, 2016)	Tourism village development is aimed at: Giving the impact of equitable Development to the village level by attracting tourists. The development of tourism villages necessitates the involvement of local communities to preserve locality.

### **Attraction of Natural, Cultural and Artificial Resources: Potential and Opportunities in Telaga Biru Village**

Telaga Biru Village (*Tebiruh*) is a village which is within the administrative area of Tanjung Bumi Bangkalan sub-district. The two villages are approximately 40 KM from the center of Bangkalan town towards the North. These two villages are known as one of the best Madura batik producing regions. Telaga Biru Village tourism attraction in terms of natural resources is in the form of Telaga Biru beach. Telaga Biru Beach is a source of community livelihood such as fishing and sailing. Telaga Biru people, especially men, also work as carriers of livestock such as goats and cows from boat to sailing ships. In addition, some of the villagers of Telaga Biru also work as mediator of community to go fishing to the Sea. Late in the afternoon, many people visit Telaga Biru Beach, they are playing sand, swimming and photographs (Pantai Telaga Biru, 2018).

Distinctive Batik Telaga Biru is began to be widely known to the outside of Madura island. Characteristics of batik produced by the village of Telaga Biru are based on Chinese batik, because according to the local community, the existence of batik in the village of Telaga Biru at the first time was brought or introduced indirectly by overseas Chinese citizens. With the characteristics of a bright color and the majority of red. Gentongan Batik is one of the leading batik in the village of Telaga Biru, it called as a superior batik because it has a characteristic that is uncommon with other batik that is in its manufacturing process, where the process is by immersing it in a barrel at least 1 month so that the color of the Batik Gentongan produces brighter and long-lasting colors and the color of Gentongan Batik is getting brighter even though the fabric has been brittle, the water made to soak batik is derived from a mixture of spice water.

Along the way down the village of Telaga Biru, visitors will be presented with spots that can be taken as photo spots, they are: Telaga Biru bridge, harbor, boats, and many more. Telaga Biru village has a Sarimuna ship. Sarimuna ship is a promising tourism potential for the development of the village of Telaga Biru, moreover the ship is a historical legacy of Islamic leaders who are very influential for the Madurese community in spreading Islam in Madura, he is Syaikhona Kholil. In addition to the Sarimuna boat, there are also some Syaikhona Kholil relics that still exist, including the house of Syaikhona Kholil, a mosque, and a cottage or gazebo within 200 m from the Sarimuna boat. The legacy of Syaikhona Kholil is still believed by the community as a place and a magical object. This community's belief is reinforced by some mystical events and is considered to have magic power that is often told by the surrounding community.

From the explanation above, can be conclude that for attractions through natural resources, cultural and artificial is good enough. However, for Amenities and Access are still not optimal yet considering that its location is far enough from the center of the city of Bangkalan. Another problem is the path to this village through the North Beach which is less friendly to tourists who are accustomed to go through the southern route when going to Sampang, Pamekasan and Sumenep. Access road to Tanjung Bumi has many hollow waves. This requires government commitment to improve infrastructure in the way of making success the rural tourism program.

### **Development Strategy of Tourism Village based on Local Resources in Telaga Biru Village**

Referring to the local resources available in Telaga Biru Village, among natural, social and artificial resources, the tourism model offered is

as an Integrated Batik Education Tour Package. It means that batik travel is not just a shopping tour but a tour that offers education as well as experience and knowledge about written Batik, batik techniques and philosophy of written Batik Tanjung Bumi. Integrated means besides cultural tourism in the form of written Batik, also presented natural resource tourism in the form of Telaga Biru beaches, historic heritage Sarimuna Boat as a tour package. To expand the scope of its economic impact, lodging is also offered with the *Tanean Lanjhang* concept as a form of a typical Madurese residence system. This tour package also includes a night of intimacy with residents who are filled with grilled fish, traditional Madurese games and traditional Madurese art performances and do not forget the culinary delicacies of Madurese.

This integrated Batik Tulis Tourism Model has several advantages, including preserving the identity, values and local wisdom of the local community so that the presence of the tourism industry does not become a boomerang that threatens the existence and identity of the locality as well as the loss of local identity and community skills in the findings of (Xue, Kerstetter, & Hunt, 2017) who called it "Rural identity became less rural". Furthermore, being able to involve many parties and many sectors both formal and informal in its implementation as the results of the study of (Mandić, Mrnjavac, & Kordić, 2018).

The development of integrated batik education tourism can be realized well through a number of strategies. *First*, increasing the capacity of community with the Main Targets of Knowledge, Attitude and Practice (KAP) of the local community through counseling activities and Community Based Training (CBT). The community will be given training in accordance with their potential. The basis for this capacity building are community knowledge, attitude and practice. Knowledge of the community at least includes what must be known and what has been known. Communities will be given "knowledge" relating to factors of tourism development in terms of the community, how the roles and responsibilities of the community, how to manage the management of tourism sites, and how to get people being participate especially in terms of security.

The principle of this local community involvement is in line with the research of (Amerta, Sara, & Bagiada, Sustainable Tourism Development, 2018) , where the community is obliged to improve the quality of human resources in the process of developing a tourist village. Besides,, (Lee & Jan, 2019) put the community involvement by increasing awareness and capacity so that they

are able to compete in taking advantage of opportunities for tourist presence. (Lee & Jan, 2019) require the existence of knowledge, ability and awareness as well as the principles of Increasing Knowledge, Attitude and Practice (KAP).

Meanwhile, what is known by the public but not yet realized as a potential will be given a stimulus so that it can be actualized in the development of tourism. Attitude is a behavior of people's personality that can support tourism development. For example how to greet, treat, provide services to tourists so that with the attitudes and personality of the local community tourists will feel comfortable and have the potential to return to visit. Practice or skills in producing products both goods and services. At least the local people already have the best quality of written Batik in Madura. Through this CBT training, Batik skills not only produce Batik cloth but also can be developed as a base of written Batik educational tourism as well as cultural conservation (Lubis, 2016).

*Second*, the Human Resources inventory starts from local guides, Batik *School* instructors, traditional Madura game teams, Madura specialty culinary providers and others. This stage is carried out by forming community groups with the division of tasks in accordance with needs that are agreed together. This step is an effort to involve community in the management of village tourism, as (Nawawi, 2013) describes how the participation of Depok residents in managing marine tourism by forming a Cooperative and (Raharjana, 2012) that public awareness as the subject of tourism development that determines the shape and direction of tourism development can maintain the existence of Dieng Plateau tourism until today.

*Third*, the institutionalization management of the tourism village at the village level which will be responsible for the sustainability of the tourism village. The process of tourism development continues to run in process, this logic necessitates an official management at the village level. Joint commitment of various elements of society is very important. As quoted from the village web that in the village of Telaga Biru a PokDarwis (Tourism-aware group) has been formed, it is hoped that this group can run optimally in the development of tourism in Tanjung Bumi. In addition, the role of the Village Apparatus and the Village Owned Enterprises (BUMDES) must be maximized. Sectorial ego and sentiment among elements of society must be

minimized in order to not cause new problems in tourism development (Jupir, 2013), (Sidik, 2015).

*Fourth*, bridging and linking efforts in accordance with Bangkalan tourism agencies and investors. This stage is how the element of *tourism pent helix* can synergize, especially the government (with its policies) and business (investors) with its capital, considering that tourism development requires a populist policy and capital of amenities provider, adequate infrastructure. This bridging and linking effort is the utilization of social potential capital in the form of a social network that productively bridges the interests of the community with other stakeholders in the development of tourism in the village of Telaga Biru. *Fifth*, collaboration with the Travel Agency in Madura, as a new tourism object, it requires a marketing network to facilitate and speed up in being known by the public. One solution is to establish cooperation with existing travel agencies, especially those who serve Madura tourism destinations.

*Sixth*, branding and promotion through the internet with social media and the village tourism website. The current era of the industrial revolution is transforming information sources into digital form. The most effective promotional media branding at today is social media, websites and online media sources considering that Indonesia is one of the countries with the largest internet users in the world. This online media branding is more effective in terms of time, cost and broad reach. This stage can be done with positive Branding Madura - Promotion (Atiko, Sudrajat, & Nasionalita, 2016), (Umami, 2015). Ending this brief note, this strategic step requires commitment from all elements of the community, village and regional government. The village government must commit to maximize the role of the Bumdes, for example by forming and fostering Batik Madura crafters and providing marketing facilities at the tourism sites. Village government must also commit to utilizing village funds, especially to improve village infrastructure that supports tourism development.

## CONCLUSIONS AND SUGGESTIONS

The potential of Telaga Biru tourism village has the opportunity to be used as a tourism village to create an independent village. The concept of tourism will be offered in the form of "Integrated Batik Tourism". These forms of tourism are: batik tour packages, visitors are introduced and taught while at the same time practicing batik, then enjoy the natural beauty of the Telaga Biru beach, visiting the legacy of Sarimuna Boat, traditional Madura games, Madura cuisine, and enjoy a night of

intimacy with residents by grilling fish together and staying in lodging with the *Tanean Lanjhang* concept. Those many variants of tourism that is offered will be positively correlated with opportunities for the community to increase income both from selling and services. Thus, it is expected that it may increase in income can improve the welfare and independence of the community. The development strategies are through: *First* is raising of community capacity through counseling and Community Based Training (CBT). *Second*, inventory of Human Resources. *Third*, institutionalization of tourism village management at the village level. *Fourth*, bridging and linking efforts with Bangkalan tourism agencies and investors. *Fifth*, partnerships with the travel agencies in Madura. *Sixth*, branding and promotion through social media and the internet with the village tourism website.

The balance role of community and the government is in accordance with their capacity. The government, with its policies, is expected to increase public awareness of their potential and be given facilities for capacity development. This will enable *empowering* dimensions rather than just *delegating*, *directing* and *enabling*. Government must commit in utilizing village funds to support the development of rural tourism. Academic involvement in planning and implementation. Branding Madura is good for building a positive image of Madura which so far has gotten a negative image, especially related to security. This can be done by involving educational institutions to assign Madurese students or college students to share positive experiences and good things about Madura on social media.

This research is limited to the study of tourism development strategies based on tourism development references in various regions. At a practical level, so far tourism development in Madura, especially in the district of Bangkalan, is still stagnating due to many factors, including the negative stigma of Madura security, the ego of sectoral stakeholders and the level of public awareness. It is hoped that further research will develop on the issue of using locality to improve security, research on the facilitation of synergies among local governments in Madura, the use of online media to form a positive image of Madura and action research to implement strategic plans for tourism development in Madura.



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