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THE POTENTIAL OF GREEN VILLAGE TOURISM DEVELOPMENT ON THE SACRED STREET OF BANJARMASIN CITY

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ABSTRACT

Penelitian ini bertujuan: (I) Untuk mengetahui potensi pengembangan wisata kampung hijau, (2) strategi pengembangan potensi wisata kampung hijau sehingga menjadi daya tarik wisatawan.
Metode Penelitian yang digunakan dalam penelitian ini adalah metode kualitatif. Sumber data dipilih secara *purposive sampling*. Pengumpulan data dilakukan dengan teknik observasi, wawancara, dan dokumentasi. Analisis hasil penelitian menggunakan langkah-langkah reduksi data, *display*, dan *verification.* Hasil penelitian ini menunjukan bahwa: (I) Potensi pengembangan kampung hijau yaitu pembangunan kampung hijau dilakukan oleh pihak pemerintah sepenuhnya dengan tujuan merubah pinggiran sungai yang awalnya berkesan kumuh menjadi indah, (2) Strategi pengembangan potensi wisata kampung yaitu dilakukan oleh pihak masyarakat dan pemerintah dengan cara mempromosikan lewat media sosial dan mengadakan acara seperti lomba di kampung hijau tersebut.

ABSTRACT

This study aims: (I) to determine the potential for the development of green village tourism, (2) strategies to develop the tourism potential of the green village so that it becomes a tourist attraction.
The research method used in this research is qualitative. The data source was selected by purposive sampling. Data collection was carried out using observation, interview and documentation techniques. Analysis of research results using data reduction steps, display, and verification. The results of this study indicate that: (I) the development potential of a green village, namely the development of a green village, is carried out by the government entirely to change the riverbanks that originally looked slum into a beautiful one, (2) The strategy for developing the potential for village tourism is carried out by the community and the government with how to promote through social media and hold events such as competitions in the green village.

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INTRODUCTION

Tourist objects and attractions are important elements in the world of tourism. Where tourist objects and attractions can succeed in government programs in preserving the customs and culture of the nation as assets that can be sold to tourists. Tourist objects and attractions can be in the form of nature, culture, living system and so on which have an attraction and selling points to be visited or enjoyed by tourists. In a broad sense, anything that has a tourist attraction or attracts tourists can be called a tourist object and attraction(Sinaga, 2010).

(Utama & Rai, 2013)said that tourism potential is something that is owned by a tourist which is an attraction for tourists and is owned by every tourist spot. Tourism potential is everything that is in the tourist environment and is an attraction for people to visit the place.

1. Development potential
2. Tourist attraction

The city of Banjarmasin provides its characteristics. First, natural tourism such as riverbanks and culinary tours are floating market tours, batman culinary tours, Mawarung Baimbai tourism and Ketupat village tours. The second tour of storing heirloom or ancient objects is the wasaka museum. The three recreational and educational tours are siring tours of the Martapura river, frangipani garden tours, educational mascot park tours. The four SME industry tours are Sasirangan village tourism. The five thematic-based tours are green village tourism and flower village tourism.

The variety of tours captivate the eye because of its enchanting natural beauty, be it natural beauty or artificial natural beauty. One of the man-made natural beauty tours managed by the government in a corner of the city of Banjarmasin is Kampung Hijau. The Kampung Hijau area which is located around the Martapura River provides beautiful views with shades of green nuances. The Kampung Hijau area which is located around the Martapura river provides beautiful views with shades of green nuances.

In previous research, Nida Aulia (2019) explained that one of the flower village tours in the corner of a densely populated city gave beautiful tours with flower thematic nuances from used goods that were packaged in such a way that then produced unique and interesting ornaments and decorations. Tourism that is stunning and can make us stunned by its beauty is the attraction of today's society. The existence of unique places invites people who like to take

pictures and enjoy the soothing natural atmosphere. The fresh natural beauty, the development concept that characterizes the local culture, then full of colours and a clean environment, it turns out that the community in general, especially in the area of Banjarmasin City, is very much expected.

Kampung Hijau is a new tourist area for the people of the city of Banjarmasin, unlike other tourism which is already well known. If observed, the location of the green village tourism is still in the middle of the city of Banjarmasin. The uniqueness of this green village tour is its location on the edge of a river. Initially, the tour was just a route that connected one resident's house to another. Transportation access to Kampung Hijau tourism can be via land and river routes. The life of the community around the green village is a symbol for the Banjar community in particular because their place of residence is on the edge of a river, all activities cannot be separated from the river, starting from bathing, washing, cooking and so on.

Kampung Hijau tourism is managed by the government of the South Kalimantan cultural office to become a tourist area in the city of Banjarmasin. The problem behind this research is the lack of outside community knowledge about the existence of Kampung Hijau tourism, even though the Kampung Hijau tour is a symbol to describe the life of the Banjar community in the past. Therefore, researchers feel interested in researching Kampung Hijau by focusing on the Potential of Green Village Tourism Development and the Tourism Power of Kampung Hijau.

METHOD

This study used a qualitative research method to find out in-depth about the Potential of Kampung Hijau Tourism Development on Jalan Keramat Kota Banjarmasin. This research was conducted to explore the Potential of Kampung Hijau Tourism Development.

qualitative research, the results of the research are naturally described based on what is found in the field. Also, with qualitative research, the problem under study becomes clearer and more complete by conducting in-depth observations and interviews with informants.

RESEARCH RESULTS AND DISCUSSION

Green Village Tourism Potential on Jalan Keramat, Banjarmasin City

The research findings obtained data regarding the tourism potential of the green village on the sacred road of Banjarmasin city, which is a riverbank area that can be categorized as a slum because the majority of the green village people are middle to lower class. Kampung Hijau is the work of the government which aims to make the riverbanks of the city of Banjarmasin beautiful and to try to change the people's view of the slum riverbanks into a beautiful place and worthy of being a tourist spot. The construction of a green village is fully carried out by the government, the community only helps, the government builds green villages starting from roads, pavilions, painting buildings, making photo spots, building toilets, and so on.

A tourism business is an activity that aims to provide tourism services or provide or manage tourist objects and attractions, tourism goods businesses and other businesses related to the said sector. (Bureni, 2019). The tourism industry is an organizational structure, both public and private, that is involved in the development, production and marketing of a service product to meet the needs of people who are travelling tourism in areas is very much if it can take advantage of existing potentials, government and society regions help each other in its development so that it will raise the economic, cultural and educational aspects of the area(Damayanti & Latifah, 2017). Tourism is very capable of overcoming welfare problems if it is developed professionally.

The development of a region can be adjusted by local governments with the potential and uniqueness of each region. This is a very good opportunity for local governments to prove their ability to exercise the authority that is the right of the regions. Whether an area is progressing or not, is largely determined by the ability and willingness to implement, namely the regional government. Local governments are free to create and express themselves in the context of developing their regions, of course by not violating legal provisions, namely laws.

Tourism potential is a way of making or arranging a building to be more beautiful and visited by tourists. Tourism development in the city of Banjarmasin has several tours ranging from culinary tours, heirlooms, recreation and education to SME industry tours. The variety of tourism in the city of Banjarmasin includes developments carried out by the government and there are also tourism developments carried out by the local community. One of the tours built

by the city government of Banjarmasin is the development of green village tourism, the potential for tourism development to have a tourist attraction in developing the tourism industry in the area.

The construction of a green village is fully carried out by the government, the community only helps, the government builds green villages starting from roads, pavilions, painting buildings, making photo spots, building toilets, and so on.

From what the researchers found in the field, green village tourism has several potentials that can attract the attention of tourists, for example, areas located on the riverbanks. The city government of Banjarmasin sees that this can be a special attraction for the outside community besides that on the green village tour, visitors can also see the life of the Banjar community in the past because all activities in the green village community cannot be separated from the river and this is a picture of the life of the city of Banjarmasin. is starting to disappear.

The development of green village tourism is carried out by the government which aims to beautify riverbank settlements which are usually slum, these efforts are also made so that the village becomes a tourist spot not only for local people but also for outside communities to visit. According to(Rudi, 2017)also expresses the same understanding of tourism potential, as everything a tourist attraction has and is useful for developing the tourism industry in the area. So what is meant by tourism potential is something that can be developed into an attraction for a tourist attraction. By what the researchers found in the field, the result of the development of green villages has indeed become a tourist spot, then besides that, it is undeniable that it also opens community business opportunities because the presence of green village tourism can increase income with visitors automatically increasing the income of people who live in green villages.

According to (Irawan, 2010)tourism object is a manifestation of human creation, life system, art and culture as well as the history of the nation and a place or natural condition that has an attraction for tourists to visit. Natural tourism objects are tourist objects whose attractiveness comes from the beauty of natural resources and their environmental arrangements.

This is by the opinion of researchers in the field that this green village tourism object was deliberately built by the mayor of Banjarmasin because indeed green village tourism is man-made tourism made in such a way as to attract the attention of visitors. Green village

tourism is a unique tourist spot because it is located along the river so that people outside the city of Banjarmasin who live far from the river can see the green village as a unique tour.

According to (Lutfiyah, 2013)society is a complex whole between human relations in everyday life which is broad. Consists of parts that make up something. Society according to Mac Iver and Page(Sifa, 2019)is a system of habits and procedures, of authority and cooperation between various groups and categories, of monitoring behaviour and human freedoms. Society is a fabric of social relations that is always changing. Comte(Farihah, 2014)defines society as a group of living things with new realities that develop according to their laws and develop according to their patterns of development. Humans are tied to groups because of their immediate social sense and needs.

Based on the above statement by linking the conditions in the field that people have their mindset in the green village community when the green village development is carried out, there are indeed people who do not approve of it because indeed the community is an individual who is free to pour their thoughts, but because the green kampung community has a few many after being given explanations and directions from the community who initially disagreed with it, they could agree with various considerations.

1. **Community Strategy in Maintaining Green Village Tourism on Jalan Keramat Kota Banjarmasin**

Based on the research findings, data were obtained about the potential of green village tourism on the sacred road of Banjarmasin city, namely the strategy of developing green village tourism by the community and the government. The community usually carries out promotions through social media such as Instagram, Facebook, and so on, while the government usually promotes by holding activities such as fishing competitions. The promotion carried out by the community and the government also has obstacles, namely, there are still people who do not approve of the development of green village tourism for various reasons.

These efforts were made by the local government of the city of Banjarmasin to maximize the development of its tourism. The strategy is expected to be able to develop aspects related to the development of the tourism industry. The development of the tourism sector is an activity that is planned, comprehensive and involves various aspects that must be carried out in an integrated and well-planned manner. Implementing a policy cannot be separated from the factors that influence its implementation. Included in the implementation of the strategy

that has been planned by the Banjarmasin City Culture and Tourism Office to develop the tourism sector. Article 1 point 3 of Law Number 10 of 2009 concerning Tourism, normatively provides limitations, that tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs and the government. Efforts to support the development of tourism support facilities in each national tourism area and the implementation of policies in the field of development, pioneering tourist attractions in the framework of growing national tourism destinations and regional development as well as improving the quality of tourism competitiveness. By the facts in the field that the government is very supportive of the course of tourism in the area. The support provided is not only social but also moral and motivation showed by the relevant agencies in promoting it. The party that organizes it comes from the government and the task of the community is only to protect and preserve the area so that it can survive in the future. The development of this tourist area has great potential in terms of adding to the list of tourism in the city of Banjarmasin, improving the existing residential areas around the riverbanks and preserving the culture of settlements by changing the layout to be more beautiful according to the identity of the Banjar people who used to live in settlements. riverside.

Strategy is one of the efforts of the community or the government to develop green village tourism because indeed the green village tourism community and the government have methods that are carried out in the development of green villages. According to chandler (Asriandy, 2016)says the strategy is the setting of the organization's long-term goals, as well as the implementation of a series of actions and the allocation of resources necessary to achieve those goals. Salus and Young (Salusu, 2015) offer a simpler definition, namely: "strategy is the art of using the skills and resources of an organization to achieve its goals through its effective relationship with the environment in the most favorable conditions."

This is under the opinion of researchers in the field that in the development of green village tourism, several methods are carried out both through social media carried out by the green village tourism community and with the holding of competitions carried out by the government with the same goal of attracting the attention of outsiders who do not know the village. green.

According to (Noor, 2011) Aspects of Planning Development of natural tourism objects include an area planning system, spatial planning (spatial planning), standardization, identification of

potentials, cross-sectoral coordination, funding, and information systems for natural tourism objects.

1. Institutional aspects include the utilization and capacity building of institutions, as a mechanism that can regulate various interests, operationally an organization with appropriate human resources and regulations and high efficiency.
2. Facilities and Infrastructure aspects have two sides of interest, namely (1) a means to meet the needs of natural tourism, (2) as a control to maintain ecological balance, the development of facilities and infrastructure can increase the carrying capacity so that efforts can be made optimally.
3. Management Aspects, namely by developing professionalism and management patterns of natural tourism objects that are ready to support natural tourism activities and can utilize the potential of natural tourism objects sustainably.
4. Business Aspects that provide opportunities and regulate the use of natural tourism objects for commercial tourism purposes to third parties and create jobs for local communities.
5. Marketing aspects by using high technology and cooperating with various parties both domestically and abroad.
6. Aspects of Community Participation through business opportunities to help improve community welfare.
7. Research and Development Aspects include the physical, environmental and socio-economic aspects of natural tourism objects. It is hoped that later it will be able to provide information for regional development and development, policies and directions for the use of natural tourism objects.

The above statement relates to the conditions in the field that the construction of a green village is built in such a way from the form of buildings, decorations or spots to take pictures in various ways to make it look beautiful to look at because indeed the purpose of travelling people is refreshing after being tired of work or tired of the activities carried out.

Green village tourism also provides resources such as toilets for people who want to defecate, jetty for tours visiting through the waterway because remembering that the green village is a riverside village that can be reached by waterway using a boat because in Banjarmasin river tourism is one of the favourite tours. Therefore, the development of green village tourism is a great opportunity for the surrounding community to build a business. In

addition to the river route, the green village tour can also use land routes, namely by motorbike, bicycle or on foot, if you can not use a car because the road is indeed narrow.

The marketing aspect of green village tourism is also carried out by the community and also assisted by the government, in marketing green village tourism there are also obstacles from the community or the government.

According to (Hermawan, 2017) There are 4 types of strategies that can be used in marketing a product, namely:

1. Integration Strategy

Forward integration, backward integration, horizontal integration are sometimes referred to as vertical integration. The vertical integration strategy allows the company to control its distributors, suppliers and/or competitors. The statement regarding the integration strategy in green village tourism is not in line because in green village tourism there are no products that they market outside the green village tourism, usually the green village people only market their products to visitors.

2. Intensive Strategy

Market penetration and product development are sometimes referred to as intensive strategies because they all require intensive efforts if the company's competitive position with existing products is to be improved. This statement is by the facts in the field because the government and the community are trying to introduce or promote green village tourism to the outside community by being interested visiting green villages, various kinds of efforts can use social media, one of which is Instagram,

3. Diversification Strategy

There are three types of diversification strategies, namely concentric, horizontal, and conglomerate diversification. Adding new, but still, related products or services are usually called concentric diversification. Adding new, unrelated products or services to existing customers is called horizontal diversification. Adding new products or services that are not called conglomerate diversification. In line with the facts in the field that the concentric diversification strategy in green village tourism carried out is to provide public transportation (boats) which are used to navigate green villages through water transportation, in addition to

providing services for the green village community, they also take the initiative to create food product businesses such as crackers which are indeed made by the green village community itself.

4. Defensive Strategy

With integrative, intensive, and diversified strategies, organizations can also carry out cost rationalization, divestment, or liquidation strategies. Cost rationalization occurs when an organization restructures through cost and asset savings to increase sales returns and declining profits. Sometimes referred to as turnaround or reorganization strategies, cost rationalization is designed to strengthen an organization's basic differentiating competencies. The statement from the defensive strategy does not match the situation in the green village because the green village tourism is entirely built by the Banjarmasin city government which has indeed prepared a budget for development.

CONCLUSION

1. Kampung Hijau is a riverside area that can be categorized as a slum settlement because the majority of the green village people are in the middle to lower class. Kampung Hijau is a work of the government which aims to make the riverbanks of the city of Banjarmasin become beautiful and become a tourist spot. The construction of a green village is fully carried out by the government, the community is only helping, the government builds green villages starting from roads, pavilions, painting buildings, making places. The city government of Banjarmasin is building a green village because it sees potential that can be developed and is attractive, such as:
2. the green village is on the edge of a river which is a symbol of the city of Banjarmasin, namely the city of a thousand rivers,
3. the green village community describes ancient society because all the activities carried out were inseparable from the river.
4. The government has carried out various methods for developing the potential for green village tourism so that it becomes a tourist attraction by holding competitions or holding events in green villages, besides the government, the community also promotes it, for example through social media, brochures, banners and so on. Promotion of green village tourism can be done by anyone, not necessarily the government or the local community.

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