

# Tengger Tribe Development Direction in Ngadas Village, Malang Regency as Cultural Tourism Village

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**Abstract.** In 2017, referring to Law No.6 2014 about Village, and Constitution Court Decision No.35/PUU-X/2012 Ngadas Village is determined as cultural village by Malang Regency Government. With that provision, Ngadas village become tourism village and cultural village. But as cultural tourism village, there's still no follow up related to its development especially with its previous provision as tourism village. According to this condition, the purpose of this research is to know the appropriate development direction for Cultural Village of Ngadas as cultural tourism village. To achieve the purpose, required research target. As for several targets in this research are analyse development determinant of Ngadas Cultural Village, identify component characteristic of cultural village in Cultural Village of Ngadas, and determine development directions of cultural village as tourism village in Ngadas. Conclusion of this research, there are 9 factors which influential (1) tourism, art, and typical culture potential (2) located in tourism development zone (3) availability of developer, instructor, and tourism, art, and typical culture actor (4) accessibility and infrastructure towards and in cultural village (5) visitors security (6) cultural group (7) institution of cultural government (8) assets and/or cultural thing (9) set of norm and cultural law. From those 9 factors, some are potential and some need to be improved. From triangulation process generated directions to maintain the main zone and develop support zone which cover development and management of DTW, improvement of managers and peoples SDM, making of planning document and promotion media, development and treatment of infrastructure, and gaining partnership with TNBTS, private, and other tourism.

## 1 Introduction

Cultural village is cultural law society which is historically have boundaries and cultural identity that formed based upon territorial which have authorities to regulate and manage the interest of villagers based on the right of the origins. (Undang-Undang No. 6 Tahun 2014). Principally cultural village is the result of cultural government which is exist hereditarily. Cultural village determination is done considering

the existence of culture which still held and appropriate with principle of NKRI. (Undang-Undang No.6 Tahun 2014). Tourism is defined as interrelated system which covers tourist and related service which provided and used (facility, attraction, transport, and accommodation) to support their activity (Fennel, 2003). Tourism village is an integration form between attraction, accommodation, and supporting facility which provided in a society life structure which fused with valid procedure and tradition (Nuryanti, Wiendu. 1993). Usually, tourism village have some special characteristic so it's qualified to become tourism area. Ngadas Village, Poncokusumo District is a part of Malang Regency with great potencial. As a village which located in mountainous area, Ngadas Villahe has natural conditions which capable to attract tourist. The cold climate allows various vegetable to nicely grow, especially potato so that makes this village become Sentra of Potato. Not only that, Ngadas Village is also identic with its society that majority of them is Tengger Tribe with all its typical culture. Tengger tribe culture include various life aspect. Tengger society also have cultural law from the ancient which still held as life guidance until now. Life concept of Tengger cultural society is follows teaching about life attitude with *Sesanti Panca*

*Setya*, that is *Setya Budaya* (obedient, diligent, independent), *Setya Wacana* (loyal to ceremony/word), *Setya Semaya* (loyal/keep promise) *Setya Laksana* (obedient), and *Setya Mitra* (solidarity). This teaching is so influential to Tengger cultural society's life. (Supriyono in Abdullah Masmuh, 2003:107). Tengger society also have physical culture in form of cultural house, cultural clothes, temple (*pura*), *ongkek*, and *petra/petri* doll. Because of it's interesting nature, in 2007 Ngadas Village is determined as Tourism Village. Development of tourism attraction object (ODTW) in Malang Regency is directed to natural tourism, artificial, and cultural. Status as tourism village stimulate massive area development to fulfil needs of tourist who came. In 2017, referring to Law No.6 2014 about Village, and Constitution Court Decision No. 35/PUU-X/2012 Ngadas Village is determined as cultural village by Malang Regency Government. (Tempo, 2017) With this determination, Ngadas Village has 2 labels, that is Tourism Village and Cultural village in the same time. But as tourism and cultural village, there's still no follow-up related to its development especially with Ngadas Village has already be a Cultural Village and Tourism Village before. Existing condition of Ngadas Cultural Tourism Village, cultural law is still generally used, but the way of their life is start to shift become more modern like using motorcycle or car instead of horse and the farming method that use modern tools. But Ngadas Village still don't get appropriate tourism development. Got that in Ngadas Village doesn't have tourism attraction which provide its status as acultural village such as cultural attraction. In addition, in terms of infrastructure and facility is also need to be handled, such as road condition and bad telecommunication.

As a cultural village, the visitor amount is quite small. According to Pokdarwis Ngadas, in 2017 the total visitation from local tourist is 1417 and from foreigner is 1683. It's far smaller that total visitation to Mt. Bromo which is it's main tourism that reach 500.000 visitation per year (Jawa Pos, 2017). According to data above, supporting direction of Ngadas Village development without erase it's cultural value richness is needed. With the research "Tengger Tribe Development Direction in Ngadas Village, Malang Regency as Cutural Tourism Village" hopefully can produce a new direction to do development in the future. In the end, this research hopefully can be useful to improvement of Ngadas Village development.

## **2 Method**

### **2.1 Research Type and Approach**

The approach that was used in this research is rationalistic approach. This research type is qualitative descriptive.

## 2.2 Research Variable

Variables that were used in this research including 5 components of tourism village and 4 components of cultural village. Chosen variables are (1) tourism, art, and typical culture potential (2) located in tourism development zone (3) availability of developer, instructor, and tourism, art, and typical culture actor (4) accessibility and infrastructure towards and in cultural village (5) visitors security (6) cultural group (7) institution of cultural government (8) assets and/or cultural thing (9) set of norm and cultural law.

## 2.3 Population and Sample

In this research, population covers all society in research location, Dalam penelitian ini populasi yang dimaksud meliputi seluruh masyarakat di lokasi penelitian, policymaker (government), and related expert. While sample selection is done using Purposive Sampling Method. According to purposive sampling, information source which can be sample for this research is written in the table below.

**Table 2.1.** Research Samples

<i>Stakeholder s Type</i>	<i>Stakeholders</i>	<i>Stakeholders Position</i>
<i>Governance</i>	Dinas Pariwisata dan Kebudayaan Kab. Malang (Malang Tourism and Culture Office)	Kasie Destinasi Wisata Budaya
	Kecamatan Poncokusumo (Poncokusumo District)	Kepala Bidang Fisik dan Prasarana
	Aparat desa (Village officer)	Kepala Desa Ngadas
<i>Civil Society</i>	Akademisi (Expert)	Ahli Arkeologi dan Tata Ruang,
	Tokoh Masyarakat dan Masyarakat Desa Setempat (Society Figure)	Kepala Adat Suku Tengger

## 2.4 Research method and stage

This research execution is divided to 2 stages, collecting data and analysis stage.

### 2.4.1 Collecting Data Stage

Collecting data technique that was used in this research are primary method and secondary method which include observation, in depth interview, institutions survey, and media survey.

### 2.4.2 Descriptive Analysis

Descriptive analysis is an analysis method which is done with describing research object according to collected information. Provided description are detailed.



Fig 1. Descriptive Analysis Steps

### 2.5 Delphi Analysis

Delphi is forecasting method which develop by Dalkey and Helmer in 1950's. Described as group information process structuring method to allows some individual to handle a complex problem comprehensively.

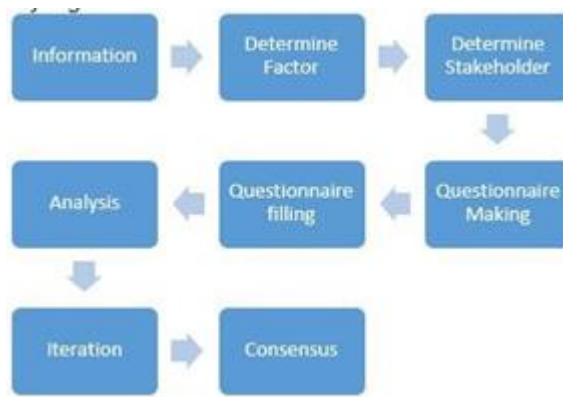


Fig 2. Delphi Analysis Steps

### 2.6 Triangulation

Triangulation is qualitative cross-validation. It assesses the sufficiency of the data according to convergences of multiple data source or multiple data collection procedures (Wilian Wiersna, 1986). This research is using combination triangulation, that is method triangulation with input target 1 and target 2. And theory triangulation with input related government policy and then continued with development direction making.

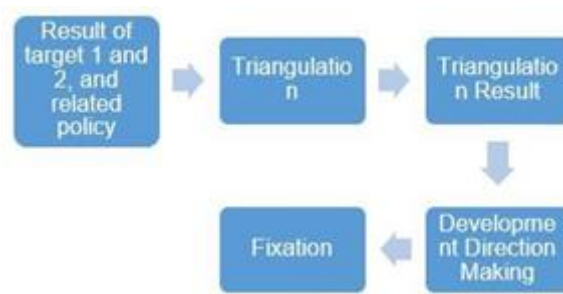


Fig 3. Triangulation Analysis Steps

### 3 Results and Discussion

#### 3.1 Ngadas Cultural Tourism Village Characteristic

Tengger tribe cultural village which located in Ngadas Village covers all this village administration area except the forest that is part of TNBTS. Consist of housing area with its facilities and utilities, also residents farming area. But all cultural activity is centered in Dusun Ngadas. Ngadas Cultural Village area can be divided into 3 parts according to UU No. 11 year 2010 about cultural heritage. This is illustration of Ngadas Cultural Village area segmentation



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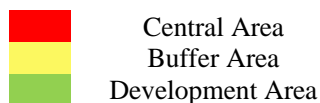


Fig 4. Ngadas Cultural Village area segmentation

Central area (red), consist of cultural heritage places such as temple (pura and wihara), sanggar, danyang, tombs of village founder, public graveyard, cultural house, and sacred well. Buffer area (yellow), consist of area around central area in form of settlement and public facility. While development area (green) is residents farming area which can be used if needed. In 2018, according to the village data it's known if the amount of Ngadas villagers is 2005 persons with 1085 men and 920 women. Population growth in Ngadas Village is relatively stable. Most of Ngadas villager are work as vegetable farmer, that is 1566 persons. This is influenced by the village natural resources which is located in mountainous area and the ancient tradition who works as farmer. Ngadas Village with all its uniqueness makes this village has much tourism potential. The offered potential is relatively various from natural tourism, artificial, and cultural tourism. From those 3 kind of tourism, the most unique and hard to find in other places is its cultural potential.

##### 3.1.1 Safari Agro

Life in Ngadas Village is identical with farming culture that have been done since the ancient era. Even the cultural ceremony which still held until now is the result of this farming culture. The mountainous nature with its steep slope makes the farming in this village has its own uniqueness. With this potential, Ngadas village offer Safari Agro Tourism.

### *3.1.2 Sacred Well*

As a village with strong culture, Ngadas Village has an urban legend. One of them is a sacred well which become one tourist destination in Ngadas Village. Located in settlement area of Ngadas Village, initially this well is formed accidentally by a resident who did a renovation to his house.

### *3.1.3 Pura Desa Ngadas*

Ngadas Village is a village with strong Hinduism, in here there is a pura that is used as place of worship. But this pura can be visited for tourism. To visit this pura, the tourist can join “tour kampung” and pay IDR. 300.000 per group for guide.

### *3.1.4 Wihara Desa Ngadas*

Wihara become one of tourism attraction in Ngadas Village. Moreover in here there’s special day when everyone will rest from their activity and going to Wihara together. To visit this wihara the tourist can join “tour kampung” and pay IDR. 300.000 per group for guide.

### *3.1.5 Tengger Cultural Ceremony*

With strong existence of Tengger culture in Ngadas Cultural Village, makes this village rich with cultural ceremony. This cultural ceremony divided into routine and incidental. Usually one which become attraction for tourist is big routine ceremony such as kasada, karo, and unan-unan. The villagers is open to visitors. Even so, they quite passive to promote their cultural potential and held all those ceremony pure fo their cuture tradition.

### *3.1.6 Ngadas Feature Art*

Beside cultural ceremony, Ngadas Cultural Village is also has some traditional art like Karan Joget, Tayub Dance, and Sacred Dance. Moreover is also Gendhing Ngadas which is used as an accompaniment to dance. Visitors is welcome to join these art activity. Like the cultural ceremony, the villagers quite passive to develop and promote this potential as cultural tourism of Ngadas Cultural Village.

### *3.1.7 Ngadas Typical Tradition*

Located in mountainous area with low temperature makes Ngadas villagers have unique habit which is named gegenen/pawon. Every guest who visit the villagers house will be brought to their kitchen and the will light a fireplace/pawon and presented with warm food and drink. This traditiom can be an attractiom fo visitors, but unfortunately this tradition has been fade lately.

### *3.1.8 Assets and/or Cultural Thing*

The strong Tengger culture makes Ngadas Cultural Tourism village rich with all those cultural assets such as cultural clothes, cultural house, cultural dance, gendhing/music, and cultural ceremony. It makes Ngadas Cultural Tourism village become interesting destination for tourist. But those cultural thing and assets aren't presented in an interested form and there are no clear information about how visitors can enjoy all those Tengger treasure.

Cultural clothes of Ngadas formed like Javanese cultural clothes where men wear beskap and black trousers with batik and udeng. While women wear kebaya. Beside clothes for cultural ceremony, Tengger villagers have unique clothing line for daily activity. Usually they wear sarung tied on their neck like a blanket for reduce cold weather and usually men of Ngadas also wear udeng.

Cultural house in Ngadas Cultural Tourism Village relatively same as another tengger cultural house. Tengger cultural house have wooden pillars as its frame and plaited bamboo as its wall. Then roof for the roof, they use zinc. But most vilagers already changed their house into modern style which made from concrete and proper roof like clay roof tile. The remained cultural house of Ngadas is located in house of Ngadas Shaman. Ngadas Village is also have many arts in form of dance and gendhing (music).

Ngadas Village have variative tourism attraction. Ngadas Village condition which still maintain Tengger culture is also become its promising uniqueness. Tengger culture that can be tourism attraction include Tengger villagers daily life, sacred place, cultural ceremony, and typical tengger tribe arts. Beside its cultural tourism, geographic condition of Ngadas Village makes this village enriches with natural tourism potential such as agro tourism, mountainous view, and waterfall. To support its tourism activity, Ngadas Village already has some public facility such as public toilet, homestay, shop, information center (bilik wisata), and tourist guide.

In tourism management, Ngadas Village has a special institution in form of Pokdarwis (Tourism Aware Group) which manage by local residents. This institution duty is to manage all tourism management from destination to marketing. Marketing of tourism in Ngadas Village is performed by various media. Ngadas Village has tourism brochure that is updated every year. Beside that, Ngadas Village is also has blog special to promote its tourism. But this blog still doesn't give much effect because most of its content is not up to date. Not only promote through brochure and blog, Ngadas Village Pokdarwis is also doing partnership with various authotrities like culture enthusias organization and travel agent which often takes tourist group to Ngadas.

### *3.1.9 Set of Norm and Cultural Law*

In its governance, Ngadas Village is led by Village Leader which also Cultural Leader. This leader take care all village needed both modern governance and cultural governance. This leader election is done through general election by residents.

Beside Village Leader, ing Ngadas Village is also known for its Cultural Shaman. Cultural Shaman is in charge to lead cultural ceremony which is held by villagers. Cultural Shaman election consist of several stage that in the end will be tested by Mulunen test (recite a spell) on Kasada Ceremony in Bromo Mountain. Formerly Cultural Shaman election is done hereditary, but now it opened for all villagers with some certain conditions.

Ngadas Villagers are still followed norm or cultural law which transmitted by the ancient. This cultural law is transmitted hereditary from generation to generation through mouth to mouth. This makes Ngadas Villagers still have high local wisdom and nice character. For those who break the law will be punished by penalty which previously

agreed. Ngadas Cultural Law only applied to villagers of Ngadas, while its influence to visitors is relatively small.

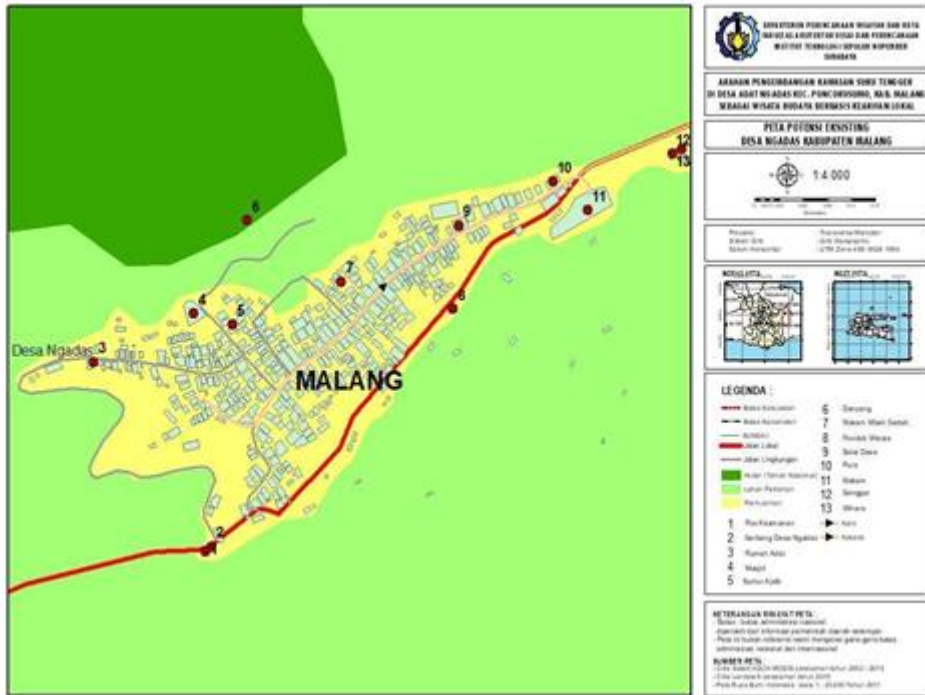


Fig 5. Existing Potencial Map

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- |   |                                     |
|---|-------------------------------------|
| 1. Village Gate                         | 8. Tourism Hut (Information Center) |
| 2. Security Post                        | 9. Village Hall                     |
| 3. Cultural House                       | 10. Pura                            |
| 4. Mosque                               | 11. Graveyard                       |
| 5. Sacred Well                          | 12. Wihara                          |
| 6. Danyang (Sacred Place)               | 13. Sanggar (Sacred Place)          |
| 7. Tomb of Mbah Sedek (village founder) |                                     |

3.2 Development Factors

In development of Ngadas Village is needed to know influential variables, so it can be determined proper development directions. To determine influential variables to development of Ngadas Culutral Tourism Village, performed Delphi Analysis to 5 respondents:

1. Kasie Destinasi Wisata Budaya Disparbud Kab. Malang (Dion Bawono)
2. Kasie Pembangunan dan Pemberdayaan Masyarakat Kec. Poncokusumo (Lilik Tris S)
3. Kepala Desa Ngadas (Mujianto)
4. Ketua Pokdarwis Desa Ngadas (Sujak)
5. Dosen Universitas Negeri Malang / Arkeolog (Mudzakir Dwi Cahyono)



### 3.2.1 Stage I Iteration

According to iteration that have been done to each responden, obtained result as follows.

**Table 2.** Stage I Iteration Result

VARIABLE	STAKEHOLDER				
	1	2	3	4	5
Tourism, art, and typical culture potential	A	A	A	A	A
Located in tourism development zone	A	A	D	D	A
Availability of developer, instructor, and tourism, art, and typical culture actor	A	A	D	A	A
Accessibility and infrastructure towards and in cultural village	A	A	A	A	A
Visitors security	A	A	A	A	A
Cultural group	A	A	A	A	A
Institution of cultural government	A	A	D	A	A
Assets and/or cultural thing	A	A	D	A	A
Set of norm and cultural law	A	A	D	A	A

A: Agree, D: Disagree

From stage I iteration obtained 4 consensus variables, which are (1)Tourism, art, and typical culture potential, (4)Accessibility and infrastructure towards and in cultural village, (5)Visitors security, and (6)Cultural group. While the other 5 need will be performed Stage II Iteration.

### 3.2.2 Stage II Iteration

According to Stage II Iteration that have been done to each responden, obtained result as follows.

**Table 3.** Stage II Iteration Result

VARIABLE	STAKEHOLDER				
	1	2	3	4	5
Located in tourism development zone	A	A	A	A	A
Availability of developer,	A	A	A	A	A

A: Agree, D: Disagree

From Stage I and Stage II Iteration obtained consensus influential variable to Ngadas Cultural Tourism Village development. There are 9 variables, (1) tourism, art, and typical culture potential (2) located in tourism development zone (3) availability of developer, instructor, and tourism, art, and typical culture actor (4) accessibility and infrastructure towards and in cultural village (5) visitors security (6) cultural group (7)

institution of cultural government (8) assets and/or cultural thing (9) set of norm and cultural law.

### **3.3 Development Directions**

According to triangulation result, obtained 20 directions needed to develop Ngadas Cultural Tourism Village.

1. Development of cultural village tourism package with destination Safari Agro, Pura visits, Sacred Well visits, jaran joget, tayub, and sacral dance performance.
2. Batik Ngadas tourism development, making batik and udeng tourism.
3. Cultural DTW management by Ngadas Villagers through Pokdarwiis with help from Disbudpar
4. Establish partnership with TNBTS, insert DTW Ngadas Cultural Tourism Village to Bromo Tourism promotion via Jemplang.
5. Masterplan of Ngadas Cultural Tourism Village development making by Disparbud
6. Establish partnership with various tourism authorities such as travel agents, hotel, and restaurant so they have visit package to Ngadas.
7. Establish partnership between Ngadas Cultural Tourism Village and other tourism in Malang Regency or National Maintenance of facility and utility which already provided in Ngadas
8. Technology utilization as supporting media of tourism hut (Information center)
9. Providing system to online register of tourism package
10. Parking facility and rest area addition in village land
11. Road repair and road sign addition
12. Supporting transportation security to Ngadas Cultural Tourism Village
13. Socialization and training to increase tourism awareness of cultural group, so they can actively participate in tourism development
14. Institution of cultural government involvement in tourism village development.
15. Promotion media making regularly (monthly) especially for cultural ceremony
16. Cultural DTW development become more interesting with destination to cultural assets
17. Provision of cultural house replica which functioned as mini museum
18. Provision of historical object and other culture tracking
19. Application of norms and cultural law to visitors through information board in strategic place.

## **4 Conclusion**

Ngadas village which is located in TNBTS area is a village that determined as Cultural Tourism Village by Malang Regency Government in 2017. But according to survey result and village characteristic which is part of TNBTS area, only Dusun Ngadas can be development delineation. As a village which still maintain Tengger Culture and its geographic location that located in mountainous area, Ngadas Cultural Tourism has various tourism potential both cultural tourism and natural tourism. But it needs proper management to develop Ngadas Cultural Tourism Village.

In order to develop Ngadas Cultural Tourism Village, there are 9 factors which obtained from Delphi analysis (1) tourism, art, and typical culture potential (2) located in tourism development zone (3) availability of developer, instructor, and tourism, art, and typical

culture actor (4) accessibility and infrastructure towards and in cultural village (5) visitors security (6) cultural group (7) institution of cultural government (8) assets and/or cultural thing (9) set of norm and cultural law. From those 9 factors, Ngadas Cultural Tourism Village tend to have many tourism potential with friendly atmosphere to tourist activity, and also have enough facility and manager (Pokdarwis). But in management aspect, they still need much improvement like in maintaining provided facility, management system, SDM improvement, and partnership.

According to analysis result, obtained tourism development concept with 20 direction, (1) development of cultural village tourism package with destination Safari Agro, Pura visits, Sacred Well visits, jaran joget, tayub, and sacril dance performance, (2) batik Ngadas tourism development, making batik and udeng tourism, (3) cultural DTW management by Ngadas Villagers through Pokdarwis with help from Disbudpar, (4) establish partnership with TNBTS, insert DTW Ngadas Cultural Tourism Village to Bromo Tourism promotion via Jemplang, (5) masterplan of Ngadas Cultural Tourism Village development making by Disparbud, (6) establish partnership with various tourism authorities such as travel agents, hotel, and restaurant so they have visit package to Ngadas, (7) establish partnership between Ngadas Cultural Tourism Village and other tourism in Malang Regency or National, (8) maintenance of facility and utility which already provided in Ngadas, (9) technology utilization as supporting media of tourism hut (Information center), (10) providing system to online register of tourism package, (11) parking facility and rest area addition in village land, (12) road repair and road sign addition, (13) supporting transportation security to Ngadas Cultural Tourism Village, (14) socialization and training to increase tourism awareness of cultural group, so they can actively participate in tourism development, (15) institution of cultural government involvement in tourism cultural village development, (16) promotion media making regularly (monthly) especially for cultural ceremony, (17) cultural DTW development become more interesting with destination to cultural assets, (18) provision of cultural house replica which functioned as mini museum, (19) provision of historical object and other culture tracking, (20) application of norms and cultural law to visitors through information board in strategic place.

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