

# Development of the Bejjong Majapahit Village Tourism Village as an Effort to Grow the Regional Tourism Sector in the Era of the Covid-19 Pandemic

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## ABSTRACT

Tourism Village is a form of creativity that arises from a surrounding phenomenon that has more appeal than other villages. One of the tourist villages is the Bejjong Majapahit Tourism Village. The Bejjong Majapahit Tourism Village has just received an Indonesian tourism village award in 2021. So this village continues to develop so that it can become a tourist village that is attractive to both local and foreign tourists. The purpose of this study was to find out how to develop the Bejjong Tourism village in the pandemic era. Bejjong Tourism Village has a lot of potentials that can be developed, however, since the pandemic this tourist village has experienced several problems, especially the reduced number of tourists. This study seeks to find a solution to this phenomenon, the researchers conducted a qualitative descriptive research method to analyze existing social phenomena. The author analyzes some of the obstacles and drivers of this phenomenon and then examines the development of what can be done to revive the village economy and tourism sector. The results of this study can be a recommendation for tourist villages to develop human resources and tourism digitization in every aspect such as ticketing, publishing, and homestay reservation.

**Keywords:** *Tourism Village, Bejjong Village, Developed, Pandemic, Digitization*

## 1. INTRODUCTION

Majapahit is a great empire that once stood in Indonesia and is the forerunner of the "Nusantara". Unfortunately Now the greatness of the Majapahit Kingdom is only the name and the rest of its splendor. Buildings in the form of temples, petilasans (place the character has been), ponds, and objects such as statues, inscriptions are a few of the evidence that the existence of the Majapahit kingdom is not just a fairy tale. We can still find traces of the greatness of the Majapahit kingdom in Mojokerto in several villages, one of which is tourism villages of Bejjong.

Bejjong Tourism Village is one of the villages located in Trowulan District, Mojokerto Regency, East Java. Bejjong Tourism Village is a cultural-based tourism village because it uses culture as its object. Some relics from the Majapahit kingdom are also found in this village. Brahu Temple and Gentong Temple are relics of the Majapahit Kingdom which are

located in this village. Not only temples but in Bejjong Tourism village there is also another tourist site, namely the Maha Vihara of the Sleeping Buddha, which is the second-largest Buddha statue in the world. Entering the Bejjong Tourism Village feels as if we are invited back to the heyday of the Majapahit kingdom. This is because almost all the houses in this village use the Majapahit style. Of course, this is one of the uniqueness and the selling points of this village because not all tourist villages have such an atmosphere. The Majapahit-style buildings are actually Homestays for tourists where this is a project of the Mojokerto. Regency government making the Trowulan area is a tourist attraction on an international scale by developing it into a tourist village [1].

## 2. METHODOLOGY

The research conducted aims to analyze how to develop Bejjong Tourism Village in the Covid-19 Pandemic Era. The methodology used by the author is a descriptive and qualitative. According to Narbuko, descriptive research is research that seeks to describe current problem solving based on data, by presenting, analyzing, and interpreting it [2]. Qualitative method approach to analyze and identify what development model is suitable for Bejjong Tourism Village.

## 3. RESULT & DISCUSSION

### 3.1 Potentials That Can Be Developed in Bejjong Majapahit Village Tourism Village

Bejjong Majapahit Village Tourism Village has a lot of economic potentials that can be developed. By developing various existing economic potentials, it will improve the economy. The economic potential of the local community can be used as "something to do" for tourism in Bejjong Village. The economic potential of the local community that can be sold as a tourist attraction include:

- 1) Cast Brass Craft
- 2) Pottery Craft
- 3) Metal Crafts

In this case, tourism in Bejjong Village does not eliminate the economic potential of the local community, but the economic potential becomes a tourism activity. Even reported from radarmojokerjo.jawapos.com, the market share of cast brass comes from various areas that are often visited by tourists such as Bali, Yogyakarta, and Jakarta.

In addition to the economic potential of local communities in the form of handicrafts, there is also economic potential in the form of local culinary specialties that can be developed into culinary centers.

### 3.2 Development Model for Bejjong Majapahit Village Tourism Village in the Covid-19 Pandemic Era

Bejjong Tourism Village is a tourist village that is different from other tourist villages, because it carries the concept of culture as its object. This is also due to the Mojokerto government program. [3] The program

is the development of the Mojopahit village, where the Bejjong Tourism Village is the center of this Mojopahit village project. The construction in question is the manufacture of Majapahit style houses which are carried out in almost all the houses of its citizens. Not without the purpose of building the house was done. The government's idea is to add complementary tourist attractions from ancient tourism in the Bejjong Tourism Village. The function of the building is actually as an existing tourist support facility, because as in the Bejjong Tourism village itself there are no lodging facilities for tourists.

The development of these facilities has finally encouraged the Bejjong Tourism Village not only to become a type of cultural tourism village, but also to become a model of local wisdom but still with the Majapahit branding. Other potentials such as special food, handicrafts etc. also raised thanks to this development. Thanks to the cooperation of all stakeholders in the tourist village of Bejjong, this year finally this village received the "anugrah desa tourism" award as the 50 best tourist villages in Indonesia and the top 6 in East Java [3].

This achievement is not easy to achieve, but thanks to the support and contributions of many parties, this award was finally achieved. The village government, community, and community certainly played an important role in achieving this award. The role of these 3 elements is very vital in developing the tourism potential in the Bejjong Tourism Village. However, the presence of the Bhagaskara studio community has a big role in the development of tourism potential in this village. Sanggar Bhagaskara often holds festivals and performances where it certainly adds to the attraction of tourists to visit the Bejjong Tourism Village.

The state of the COVID-19 pandemic has certainly hampered the flow of tourism activities in this village. This has forced several tourism development agendas and plans to be delayed or even failed. This is certainly very detrimental to the residents of the village of Bejjong, especially in terms of economy. Programs that have been carefully planned must inevitably be changed to suit the circumstances. Therefore, innovation is needed in such an uncertain situation.

Judging from the parties who have the Bejjong Tourism Village development model implementing CBT (community based tourism). Community Based Tourism is a concept of developing a tourist destination through the empowerment of local communities in which the community takes part in the planning, management, and expression of opinions. [4] According to the situation in the Bejjong tourism village itself, tourism activities are held by three

sectors, namely the government, the community and also the local community.

This tourism village development model in the form of CBT offers various potentials in Bejjong Village. Many superior products owned by this village apart from relying on the tourism sector, such as: production of bronze statues, cast brass, smoked salted eggs, majapahit batik and various traditional specialties. This should be appropriate to be further developed because it supports the tourism side in the form of a complete Majapahit package. The existence of the COVID-19 pandemic has made tourism in this village suspended, because tourist era like this digitalization has penetrated all aspects of life, of course tourism should also be like that.

Digitization that can be done is by utilizing all existing social networks. The introduction of the potential that exists in Bejjong Village can be done digitally by creating content in the form of photos and videos and then uploading them to social networks and official website of Bejjong Tourism village because now publications are not as complicated as they used to be, which only rely on mass media. The content referred to here must be interesting and contain everything that exists in this village, such as visiting temples, daily activities of residents, even product reviews made by the residents of this village.

Furthermore, digitalization also needs to be carried out considering that the new normal era is near, the form of digitization that can be done is online ticketing to enter tourist attractions. Booking homestays through e-commerce applications and using e-money for payments. This is necessary because in the midst of a pandemic. In this way, physical contact is minimized as much as possible. to reduce the spread of covid-19. Bejjong tourism village can implement a check-in and check-out system to monitor the number of tourists. In this case the tourist village can use the "peduli lindungi" application/ the Bejjong social's media and website so that visitors feel free and safe from covid-19.

Systems and human resources that are able to manage this are needed. The role of the government is to support and educate its citizens about digital technology and information technology. The way is through workshops or training so that the purpose of digitizing the Bejjong tourism village can be done properly.

### **3.3 Supporting Factors and Inhibiting Factors of the Bejjong Majapahit Village Tourism Village Development Model**

#### **3.3.1 Supporting Factor**

In development of tourism village there are many factor in it, both support and inhibit factors. These factors consist of internal and external factors. The following are the supporting and inhibiting factors in the development of the Bejjong tourism village.

[5] In a village, the government is the party most responsible for what happens to the area. Likewise in the development of Bejjong Tourism Village. The role of the attractions are also closed. Therefore, innovation is needed to revive tourism in this village. Digitalization is the only way to revive the tourist life in this village. In an government here is as a policy maker and tourism village development program, but it must also pay attention to what the wishes of its citizens are. What is the purpose and direction of how in the future the tourist village will be developed is determined from the regulations and programs of the government.

Next is the role of the community, the community is the main element in a village. The community plays an important role in the development and progress of their village. Although, regulations and programs have been made by the government but the community does not want to participate to make it happen, of course nothing will happen. Bejjong Tourism Village has a supportive environment and community, so that government regulations and programs regarding tourist villages can run smoothly. The people in Bejjong village are very able to be invited to develop and are willing to be independent to develop the potential of their village. Therefore, Bejjong Tourism Village was made a "Majapahit Village" and even received the award for the 6 best tourist villages in East Java and 50 in Indonesia.

In addition to the role of these two elements, the role of the local community in the development of the Bejjong tourist village has played a major role in making the village of Bejjong what it is today. Sanggar Bhagaskara played a role in the development of this Tourism Village, for its efforts in elevating the spirit of Majapahit culture in the Bejjong wista village. Sanggar Bhagaskara also plays a role in presenting cultural attractions and creates the impression that the tourist village of Bejjong is not only a tourist village with cultural objects, but also because of the culture of its citizens which is manifested in various kinds of performances that are displayed.

It is undeniable that Bejjong Tourism Village does have a popular tourist site, especially in East Java.

These tourist attractions are the cultural heritages from the Majapahit kingdom, namely Brahu Temple, Kedaton Temple and Siti Hinggil. However, that's not the only tourist spot owned by this village. There is also the Mahavihara Majapahit or people call it the statue of the sleeping Buddha. In this monastery there is a giant golden Buddha statue which is the second largest in the world, therefore this is also one of the advantages in terms of tourist attractions owned by the tourist village of Bejjong.

People's products are diverse in addition to being famous for their tourist attractions and cultural wisdom. Bejjong Tourism Village also has other potential, namely handicrafts and special foods. In this village, there are bronze and cast brass sculpture craftsmen whose products have been recognized for their quality. Not only that, Bejjong Tourism Village also has padmasari batik motifs and also special foods, namely

The first inhibiting factor is the lack of well maintained tourist facilities in the tourist village of Bejjong. As we know that the Bejjong Tourism village is also called "Kampung Majapahit" this is because there are many buildings with royal nuances whose function was originally used as a homestay. However, the condition is now poorly maintained, many have been converted and some have been damaged and the absence of toilets in the homestay is something that tourists often complain about.

Limited land for development is the next inhibiting factor. Bejjong tourism village is a fairly densely populated village. Geographically, this village is dominated by rice fields. However, limited parking space is also a problem that tourists often complain about.

The Bejjong Tourism Village is experiencing problems regarding infrastructure maintenance. In the media, there have also been highlighted about poorly maintained infrastructure. Therefore, the government should play a role regarding the maintenance of this Majapahitan village building. Then in the development of human resources, the government needs to educate citizens about the issue of technology literacy as well as English as a tourist village. This is necessary because in this modern era, these two things are very important, because the Bejjong tourist village is also projected for foreign tourists.

### 3.4 SWOT Analysis

#### A. Strength

- i. Village government that is able to take advantage of the various potentials of tourist villages.

- ii. Human Resources who care in the management of tourist villages.
- iii. Creative and innovative Human Resources. · Has a variety of social media that can be accessed by tourists.
- iv. Tourism Village which has a unique concept because of the architecture of each resident's house.

#### B. Weaknesses

- i. Unsatisfactory home stay conditions for tourists. · Including tourist villages that are not immune to pandemics or restrictions.
- ii. Lack of innovation.
- iii. Inadequate human resources

#### C. Opportunities

- i. The bustling rural tourism trend.
- ii. There is assistance from the central government for the development of tourist villages.
- iii. Not all villages have unique attractions.

#### D. Threats

- i. Unexpected events like this pandemic.
- ii. Tourism in the cultural sector is less popular with the younger generation.

## 4. CONCLUSION

Bejjong Majapahit Village Tourism Village has potential that can be developed, especially economic potential. Even in a pandemic, they can still work by producing various kinds of crafts. In addition to economic potential, this Tourism Village also has various kinds of potential for development. However, due to this pandemic, several things to develop potential have been hampered. Therefore, a suitable development model is needed to advance the economy. The development model that can be used is CBT (Community Based Tourism). CBT is a development concept of a tourist destination through the empowerment of local communities in which the community takes part in the planning, management, and expression of opinions. Digitization is the main key revive the tourist life in this village. In an era like this digitalization has penetrated all aspects of life. The way that can be done is to take advantage of all available social networks. There are several factor that and inhibit the development of the bejjong tourism village such as Supporting government regulations, responsible local citizens, supporting local community 7 many tourism object and potential product. Lack of support from the government

regarding facility maintenance and Human Resource development.

## AUTHORS' CONTRIBUTIONS

Johan collects data, conducts analysis, and helps draft the manuscript. Siti compiled the data, conducted analysis, and aligned the order of the articles. Ika participated in the design and coordination in the preparation of the manuscript. All authors read and approved the final manuscript.

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