

**REVITALIZATION AND ARRANGEMENT
OF WATOE DELEAN TOURISM
THROUGH THE CONCEPT OF DESTINATION BRANDING
IN KEBON ALAS, SUKORENO, PRIGEN, PASURUAN**

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ABSTRACT

The partner in this activity is POKMAS Guyup Rukun Dusun Kebon alas, Sukoreno Village, Prigen, chaired by Mr. Rofik Usmanto as Babinkamtibmas in Prigen. The daily organizer of the Watoe Delean is Mr. Subkan. The problems felt are not internal problems or problems with local residents because Watoe Delean was created based on initiative of residents who wanted tourist attractions in their area. The existing problems are more about facilities and marketing problems. This tourist attraction has actually been operating since 2019. Due to Covid-19, this tourist attraction only functions as a rest area for those who pass through this area on their way to Mojokerto or Pandaan. Because this place is relatively new, it is very natural that the existing facilities are still inadequate. However, water, electricity, prayer room and toilet facilities are available because these are requirements that must be met by the management who collaborates to manage the Perum Perhutani forest area. With the end of the Covid-19 pandemic, this tourist spot needs to be reorganized so that it can be used as a tourist spot in accordance with the original purpose of its establishment. So it is necessary to revitalize and organize, especially the existing facilities at this tourist spot. Promotion also required so that this place is visited by many tourists, both local and foreign

Key words: revitalization, arrangement, destination branding

BACKGROUND

Sukoreno is one of the villages located in Prigen District. Sukoreno is one of the westernmost villages in Prigen District. Where in this area there is Mount Penanggungan which borders Mojokerto Regency. Sukoreno Village consists of 14 hamlets, namely: Konang, Kasin, Kesamben, Pakel, Mendalan, Karanglo, Trongso, Kebon alas, Brubuh, Kesiman, Guci, Candi, Terongdowo, and Karang Tengah.

In Sukoreno Village, precisely in Kebon alas Hamlet, there is a tourist camping ground called Watoe Delean. In the area around Prigen-Pasuruan there are actually many camping grounds. And if we walk along the slopes of Mount Penanggungan we will find more camping grounds. But only a few can be detected via Google. Others are still promoted by word of mouth. Like the camping ground "Watoe Delean". Even though it is still young because it has just opened, this place offers a comfortable, beautiful camping spot and is very strategically located. The location is also comfortable in the middle of the forest, in a valley on the side of which stretches grassland and a river that flows quite fast and is very suitable for adventurers or those

seeking comfort from the hustle and bustle of the city.

Watoe Delean tourism spot was founded in 2019, but due to the Covid-19 pandemic, this tourist spot was not operational for two years, namely in 2020-2022. This tourist attraction will begin to reopen around the beginning of 2023. Watoe Delean is a water and forest tourism that provides camping ground, glamping, tracking, outbound, tubing and playground facilities. Previously, Watoe Delean was a tubing tourist spot because there was a river flowing through this tourist spot. However, during the dry season the water flow decreases so it is used as a camping ground along the riverbanks. This tourist attraction is located in the Perum Perhutani area with an area of approximately 3.3 hectares. Because in collaboration with Perum Perhutani there are several requirements that must be met, namely sufficient water, lighting, prayer rooms and toilets. When it first operated in 2019, this place only functioned as a rest area. But currently the number of visitors to Watoe Delean on weekdays is approximately 20 visitors. Meanwhile, on weekends or holidays the number of visitors can reach approximately 100 people. And when there are events taking place at Watoe Delean such as Anniversaries for companies or organizations, camping vans, Edu Tourism, Outbound, the number of visitors can reach approximately 300 people. The operational hours of this tourist attraction are 24 hours non-stop for 7 days, so this tourist attraction is open to visit at any time. Because according to daily operators at Watoe Delean Tourism, with no time limits on operational hours, tourists who want to enjoy this tourist spot can come at any time. The absence of operating hours can provide flexibility in visiting hours for tourists.

The notion of revitalization has been interpreted by various literature as a way to increase the value of something that is considered not functioning as it should. It is stated in the Oxford Dictionaries that the definition of Revitalization is: "the act of infusing something with new life and vitality" (Wardani, 2019). In general, the concept of tourism destination branding refers to an action taken by a marketing actor to exploit various potentials at its tourism location so as to increase visibility and a positive image in society (Baalbaki and Zizka, 2023). If seen from a practical side, tourism destination branding is a collection of tourism elements such as logos, slogans, promotional and marketing events, actions and attitudes of local residents and administrative administrators to the quality of infrastructure (Chauhan, Jain and Verma, 2023).

This concept has the main idea of building the attractiveness of a destination or tourism destination by conveying the essence of the tourism destination in an integrated manner both at the symbolic and experiential levels (Nafees and Harish, 2010). Through this definition, tourism locations should package and maximize various elements of their potential so that they can attract the attention of every stakeholder. Freire (2016) also explains that tourism destination branding will make a tourism destination have a certain attraction so that it will attract the interest of specific investors. By creating high attractiveness, it is hoped that the Watoe Delean will be able to attract various kinds of investors to jointly develop the area.

RESULTS AND DISCUSSIONS

For the revitalization and structuring activities of Watoe Delean, several things have been carried out, including expanding the parking lot, adding rubbish bins, creating photo spots, making direction signs/name boards, repairing bridge handrails, and installing decorative lights. By expanding the parking area, it is hoped that large vehicles such as buses can have a comfortable parking space in the Watoe Delean tourist area, thereby making this tourist spot more visited by tourists with a large and comfortable parking area. The outcome achieved is that with this activity the revitalization and arrangement of the Watoe Delean tourist attraction can be carried out well so that it can increase the number of visitors who come to Watoe Delean.

To develop stakeholder managerial capabilities, the activity provided is outreach regarding the importance of tourism awareness to the community around Kebonlilas Hamlet, Sukoreno Village, Prigen. Providing education to the public regarding the maintenance and development of Watoe Delean Tourism. Socialization regarding the importance of tourism awareness to the community around Kebonlilas Hamlet, Sukoreno Village is carried out to improve community welfare which can be intended to increase the diversity of MSMEs in

Kebonallas Hamlet, Sukoreno Village. With this activity, it is hoped that the community around Kebonallas Hamlet, Sukoreno Village will understand the importance of tourism awareness for their welfare. The outcome achieved is by providing outreach regarding tourism awareness to the community, it is hoped that the community can maintain and preserve the Watoe Delean tourism which has now started operating and in the future they can form new village tourist attractions so that they can increase the diversity of tourism in the village, especially Kebonallas Hamlet.

The next activity is to help with promotional activities on social media by collaborating with influencers around Pasuruan Regency to provide a review of Watoe Delean. Make a video about Watoe Delean tourism which is then uploaded to the official Watoe Delean IG feed so that people know more about Watoe Delean tourism and it is hoped that this can increase the attraction of visitors to come to Watoe Delean tourism. The outcome to be achieved is that the wider community is more familiar with Watoe Delean tourism so that it can increase the attraction to come and visit this tourist attraction.

CONCLUSION

For each problem it can be concluded that: regarding the issue of revitalization and arrangement of Watoe Delean Tourism, it can be said that the implementation of this activity can be carried out well and as expected. This is proven by the achievement of several programs that have been implemented even though there are additional activity programs that are not in accordance with previously planned programs, such as the addition of bamboo ornaments to the prayer room in Watoe Delean.

The problem of developing Stakeholder managerial capabilities can be said to have been implemented well. This is proven by the community's response which supports this activity. Several superior MSME products from Sukoreno Village have started to be marketed at Watoe Delean Tourism. Several village activities have begun to be carried out in this place, for example joint exercise activities, which can mean that the people of Kebonallas Hamlet in particular and Sukoreno Village in general have begun to understand the importance of tourism awareness.

For the third problem, namely promotion, it can be said that this activity has been carried out well. This can be proven by the increase in visitors, both on weekdays and holidays, who are interested in visiting this tourist spot after seeing reviews of the content that has been created and disseminated both via Instagram and other social media.

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APPENDIX

a. Picture of Activities



Picture 1. Expansion of parking area



Picture 2. Piles of Garbage in Camping Ground Area



Picture 3. Photo Spot



Picture 4. Directional Board



Picture 5. Installation of Staircase Handrails for Access to the Camping Ground.



Picture 6. Decorative lights that look very bright at night



Picture 7. Watoe Delean Tourism Instagram Reels

b. Assignment Letter



UNIVERSITAS WIJAYA PUTRA

LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT

SURAT TUGAS

Nomor : 024/ST/LPPM-UWP/K-I/IV/2023

Dengan rahmat Tuhan Yang Maha Esa,

Ketua Lembaga Penelitian dan Pengabdian Kepada Masyarakat Universitas Wijaya Putra,

- Menimbang** : Guna pelaksanaan Kuliah Kerja Nyata (KKN), dipandang perlu untuk mengeluarkan Surat Tugas bagi Tim Pelaksana, Dosen Pembimbing Lapangan dan Mahasiswa peserta KKN.
- Mengingat** : 1. Undang-Undang Dasar tahun 1945
2. Undang-undang Nomor 20 tahun 2003 tentang Sistem Pendidikan Nasional
3. Undang-undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi
4. Peraturan Pemerintah Nomor 4 tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi
4. Statuta Universitas Wijaya Putra Surabaya
5. Rencana Strategis Pengabdian Kepada Masyarakat Universitas Wijaya Putra Tahun 2020-2024

MENUGASKAN

- K e p a d a** : Para dosen di lingkungan Universitas Wijaya Putra, yang namanya tercantum dalam daftar lampiran 1, dan para mahasiswa Universitas Wijaya Putra yang namanya tercantum dalam daftar lampiran 2.
- U n t u k** :
- S a t u** : Melaksanakan tugas sesuai dengan kedudukan dan fungsi masing-masing dalam pelaksanaan Kuliah Kerja Nyata (KKN).
- D u a** : Penyelenggaraan KKN termaksud adalah mulai dari persiapan, pelaksanaan program sampai dengan penyusunan dan penyerahan laporan, dengan jadwal waktu sebagaimana ditetapkan oleh LPPM.
- T i g a** : Surat Tugas ini diberikan kepada yang bersangkutan untuk dilaksanakan sebagaimana mestinya dengan penuh rasa tanggungjawab.

Diberikan di : Surabaya

Pada tanggal : 3 April 2023

Ketua LPPM,



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