



SALT PROCESSING INDUSTRY AS A POTENTIAL FOR EDUCATIONAL TOURISM IN SALT VILLAGE

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Abstrak

Penelitian ini bertujuan untuk mencari potensi yang ada di Kampung Garam Kebumen sehingga dapat menentukan strategi yang untuk mengembangkannya sebagai objek wisata edukasi. Penelitian ini menggunakan metode penelitian kualitatif dengan analisis deskriptif yang berfokus pada suatu hal yang objeknya secara alami, dimana hal ini peneliti sebagai kunci dalam instrumen. Tempat penelitian berlokasi di Desa Tlogopragoto, Mirit, Kabupaten Kebumen. Metode pengumpulan data dengan accidental sampling merupakan termasuk dalam bagian nonprobability sampling dengan cara mengumpulkan data melalui observasi, wawancara, dan dokumentasi. Teknik analisis data dengan model analisis interaktif Miles and Huberman yang terdiri dari reduksi data, penyajian data, dan penarikan kesimpulan yang berdasarkan analisis SWOT. Adapun keabsahan data menggunakan triangulasi data. Hasil penelitian ini menunjukkan bahwa Kampung Garam Kebumen memiliki potensi sebagai industri wisata edukasi yang dapat dikunjungi oleh wisatawan untuk melihat proses pengolahan garam yang menjadi konsumsi masyarakat di Indonesia. Proses pengolahan tersebut menjadi daya tarik wisata edukasi, wisatawan juga dapat ikut mempraktikkan proses tersebut. Berdasarkan hasil analisis SWOT terhadap Industri wisata tersebut masih dapat dikembangkan dengan strategi pemasaran yang tepat, sehingga dapat menembus pasar ekspor luar negeri.

Abstract

This research aims to find the potential that exists in Kampung Garam Kebumen so that we can determine strategies to develop it as an educational tourist attraction. This research uses a qualitative research method with descriptive analysis which focuses on something whose object is natural, where the researcher is the key to the instrument. The research site is located in Tlogopragoto Village, Mirit, Kebumen Regency. The data collection method using accidental sampling is included in the nonprobability sampling section by collecting data through observation, interviews and documentation. Data analysis technique using the Miles and Huberman interactive analysis model which consists of data reduction, data presentation, and drawing conclusions based on SWOT analysis. The validity of the data uses data triangulation. The results of this research show that Kebumen Salt Village has the potential as an educational tourism industry

Keywords: Salt Industry, Tourism Potential, Edutourism

that can be visited by tourists to see the process of processing salt which is consumed by people in Indonesia. This processing process is an educational tourism attraction, tourists can also practice this process. Based on the results of the SWOT analysis of the tourism industry, it can still be developed with the right marketing strategy, so that it can penetrate foreign export markets.

INTRODUCTION

It is hoped that Indonesia's development of the tourism industry can achieve high economic income and become the main source of income, but it can also open up employment opportunities and can promote culture and natural products in the region, cultural values are not lost and natural products can be packaged in attractive tourism to attract interest. traveler (Mardianis & Syartika, 2018). There is very rich tourism potential so that regional income in Indonesia increases. The positive impact of having a tourism destination can increase income in the area. This allows the regional economy to progress and poverty levels to decrease (Prihanta et al., 2017).

Likewise, Kebumen Regency is concerned with increasing regional income through the tourism sector. The district is located in the southern part of Central Java Province which directly borders the Indian Ocean, so Kebumen Regency has a fairly long coastline. With this, Kebumen Regency has many beaches, both used as tourist destinations and those which are not used as tourist locations. The large number of tourist destination areas (often referred to by the abbreviation DTW) means that regional income in Kebumen Regency also comes from tourism in addition to agriculture and trade. The development of activities and potential local wisdom values becomes a source of regional thinking for local cultural strategic values (Hannan, 2019).

Kebumen's natural wealth makes it a favorite destination for domestic and foreign tourists. The natural and cultural potential in an area will be an advantage in that area. As time goes by the area will experience good social improvement. The development of Indonesian tourism will be successful if responsibility is not only carried out by the government but also by all parties, especially tourism entrepreneurs (Setiawan, 2016). Educational tourism is a tourism concept that has useful values and is also learning in doing something new and is also done with fun activities (Prasetyo et al., 2021). In Kebumen Salt Village, tourists can learn about the process of making quality salt.

Kampung Garam Kebumen is a new tourist village in Kebumen Regency. Apart from being able to enjoy the beach, this tourist village can also be used as an educational tour to learn about the salt processing process. Kebumen Regency has a long coastline, making the Kebumen Regency Government create this salt village, apart from being used for salt production, it is also an educational tourism destination in Kebumen Regency. Learning resources can be done through objects, places, and stories, whether written, sound, or visual, which can convey the learning process. So, learning is not only at school but you can also learn in nature (Ditha et al., 2021).

METHODS

This research article uses qualitative research methods. Research is carried out naturally without the manipulative nature of the data so that it can analyze the situation that occurs in the object. SWOT analysis is a tool for analyzing research by formulating a strategy by identifying many strategic aspects that describe knowledge of a research object. SWOT analysis is based on strengths, opportunities, but on other occasions by reducing weaknesses and threats. SWOT analysis can be compared between external factors, and opportunities and threats, and strengths and weaknesses in an event in a research process that is being carried out (Tambunan, 2020).

This research uses accidental sampling which is included in the nonprobability sampling section. It is a manifestation of the process of taking illustrations from sources that occur. The sample

uses purposive sampling, which is a method used to determine the sample with certain considerations (Yuliani & Supriatna, 2023). Researchers chose a location in Tlogopragoto Village, Mirit, Kebumen Regency. Data collection techniques in this research include observation, interviews, and documentation. The triangulation data processing technique is an effort to check data taken from various sources that have been collected using various methods and times. Therefore, there is a triangulation of sources, triangulation of data collection techniques, and time (Harahap, 2021).

RESULTS AND DISCUSSION

Tourism Potential of Kebumen Salt Village

Tourism is an open industry and is very easy to develop so that local and foreign tourists can learn more about the customs and culture of various regions in Indonesia. Therefore, the government is increasingly aggressive in carrying out promotions both directly and indirectly. Direct promotion is usually carried out by organizing cultural missions abroad by holding special exhibitions featuring Indonesian products and culture. Meanwhile, indirect promotion is usually carried out by disseminating information in the form of print or electronic media advertisements and distributing pamphlets. However, there is a very effective way of promoting or disseminating information, namely interpersonally (Bambang Supriadi & Roedjinandari, 2017). A tourist village is a presentation of tourist attraction that combines attractions, accommodation, and accessibility in the community and studies the conditions in an area. Procurement of tourist villages has the principle of providing influence on economic and socio-cultural development to develop the area (Hadi, 2019).

Kebumen Regency is located near the Indian Ocean, so the Regency has marine products, apart from marine products in the form of fish, also in the form of salt which is of good quality. Kebumen Salt Village Educational Tourism is located in Tlogopragoto Village, Mirit District, Kebumen Regency. The salt produced by the Kebumen Salt Village is of high quality. Apart from being used as a place for making salt, Kampung Garam Kebumen is also used as an educational tourist spot regarding the process of making salt. As a place for salt production, the economic potential is better, especially for salt farmers. Salt sales in Kebumen Salt Village have been sold outside of Kebumen Regency.

Access to Kampung Garam Kebumen is very strategic because it is located close to the South Ring Road as a connecting road between Kebumen Regency and Cilacap Regency. The distance from the center of Kebumen City is not too far, namely around 18 km which can be reached by private vehicle. With its strategic location, this tourist spot can be reached easily by tourists. The facilities at Kampung Garam Kebumen are still not complete, this is because this tourist attraction is still relatively new and was officially designated as a tourist attraction by the Kebumen Regency Government. There is still a lot of construction on existing facilities and infrastructure such as toilets, vehicle parking, prayer rooms, and many more.

Human resources in Kampung Garam Kebumen are relatively good because the surrounding community has played a fair role in developing this educational tourism. The number of self-employed salt farmers in this location is quite large, there are 298 people or the equivalent of 15% of the local village population (Desa Tlogopragoto, 2023). Apart from that, the Kebumen Regional Government, under the auspices of the Maritime Affairs and Fisheries Service, is conducting outreach to salt farmers so that the results from salt processing can be of higher quality and providing guidance in terms of marketing the salt products. The relationship between human resources has been carried out well, namely between salt farmers and the government in developing the Kebumen Salt Village so that they get good salt yields and the resulting salt has a high selling value.

Based on researchers conducting research in Salt Village, the potential at the research location is very large because Kebumen Regency has a fairly long coastline so it can increase salt production and improve the economy of coastal communities in Kebumen Regency itself. Apart from that,

Kampung Garam is also used as an educational tourism area managed by the community and the Regency Government, especially the Kebumen Regency Maritime and Fisheries Service.

Salt Village Management Strategy

Based on data produced by researchers through observation and interview methods when conducting research in the field, researchers also carried out analysis using the SWOT matrix (Strengths, Weaknesses, Opportunities, and Threats). The use of this SWOT analysis is to maximize strengths and opportunities as well as to minimize weaknesses and threats in producing much more accurate final data. Based on the SWOT analysis seen through internal environmental factors and external environmental factors, Salt Processing Educational Tourism in Kebumen was obtained through the SWOT strategy. The following are details of the strategy through the presentation below.

SO Strategy (Strengths-Opportunities)

This strategy is created by using strengths by taking advantage of opportunities, namely as follows.

1. Continue to maintain existing regulations to gain recognition from the government.
2. Promotion does not only rely on social media but can also be done through outreach to the public to attract more tourists.
3. With the pandemic, health protocols need to be maintained by government recommendations.
4. Further, expand the target market so that tourists outside Kebumen Regency can find out about Kampung Garam Kebumen.
5. By utilizing technology, you can attract tourists to visit by creating attractive advertisements.

WO Strategy (Weakness-Opportunities)

This strategy was created by minimizing weaknesses to obtain opportunities, including that the facilities at Kampung Garam Kebumen are still lacking because they are still in the development stage, so managers must pay more attention to the comfort of visitors by speeding up the existing development process. Apart from that, facilities can also be increased by adding a souvenir shop and typical Kebumen food apart from just the salt produced.

ST Strategy (Strengths-Threat)

This strategy is created by using strength to fight threats, namely.

1. Because each tourism destination has its characteristics, Kampung Garam Kebumen continues to maintain the value of existing educational tourism because it can be another alternative for tourists.
2. Tourists who visit Kampung Garam Kebumen are mostly people from within Kebumen Regency because there is still a lack of information about Kampung Garam Kebumen so the management is expanding its promotion so that it can be known by people outside Kebumen Regency.

WT Strategy (Weakness-Threats)

This strategy is used to minimize weaknesses and face threats, among others.

1. The facilities at Kampung Garam Kebumen are still not good, apart from being a weakness, this is a threat because it can reduce tourists being able to visit. The strategy that can be used is to speed up the development process and add facilities for selling typical Kebumen souvenirs to attract tourists.
2. Kampung Garam Kebumen already has the potential to be developed, namely that with the sea, apart from being a place for processing salt, Kampung Garam can also be developed into educational tourism for processing salt, especially for student tourism to increase knowledge about salt.

From the observations made by researchers during the research, several strategies were found that could be carried out by Kampung Garam Kebumen in developing its existing potential by looking

at existing strengths and using existing opportunities to avoid weaknesses and threats. The strategies found are as follows.

1. always maintain the facilities and infrastructure in Kampung Garam Kebumen so that tourists remain comfortable when visiting.
2. expanding the reach of promotions by utilizing social media technology to attract a large number of tourists.
3. continue to maintain regulations with related parties to maintain good regulations with related agencies.

The process of making salt in Kampung Garam Kebumen uses a salt tunnel system. The salt tunnel system is a process of making salt with a top covering layer using 14% UV grade plastic with a semi-circular frame (tunnel model) and a salt table using an LDPE/HDPE plastic geomembrane. The salt tunnel system has the advantage that the salt-making process is not dependent on the weather because it can be opened and closed, it can be harvested throughout the year, it can increase salt production, and improves the quality of salt-making.

Factors Influencing the Development of the Salt Village Industry

Internal factors

1. Accessibility, based on the results of research by researchers with data collection that has been carried out, accessibility to Kampung Garam Kebumen is good and strategic because it is located next to the main road, namely the South Ring Road, so it is very easy to reach by vehicles. Apart from that, the roads are paved and good without any obstacles such as damaged roads. This can be used as a strategy to further develop tourism potential in Kampung Garam Kebumen. Easy access is one of the reasons tourists come back.
2. Facilities, based on the results of observations, interviews, and documentation carried out by researchers for the facilities in Kampung Garam Kebumen are not yet completely good because they are still in the process of being built and are classified as new tourism in Kebumen Regency. There need to be additions such as a better parking area, a souvenir shop selling typical Kebumen food, and also the barren conditions with a lack of trees so that tourists who visit are more comfortable. Even though there is a gazebo, it still feels hot.
3. Organization, based on the results of observations, interviews, and documentation in Kampung Garam Kebumen, there is already an organization. This organization is a group of salt farmers called "*Cirat Segoro Renges*" which aims to manage salt villages and also develop educational tourism.
4. Human Resources, is an important part of developing a tourist destination. HR can determine the good and bad developments in an organization in a tourism destination. Human resources in Kampung Garam are quite good because the community was given socialization by the Kebumen Regency Maritime Affairs and Fisheries Service before developing this destination.
5. The relationship between human resources, based on the results of research conducted by researchers, salt farmers have good communication with the department. As the supervisor of the Kebumen Salt Village, the Kebumen Maritime Affairs and Fisheries Service often visits and provides outreach to salt farmers.
6. Funding is based on information obtained by researchers after observing that funding in Kampung Garam Kebumen is self-supporting from the community and assistance from the central government and also the Kebumen Regency government.
7. Potential and Services, based on the results of research visits carried out by researchers, Kampung Garam Kebumen already has the potential to be developed, namely by the presence of the sea, apart from being a place for processing salt, Kampung Garam can also be developed into

educational tourism for processing salt, especially for student tourism to increase knowledge about salt. The service at Kampung Garam Kebumen is very good. The management and salt farmers are very friendly in welcoming tourists. Moreover, it explains the steps in the salt-making process.

8. Attractions, based on the results of observations, interviews, and documentation, researchers see that the attractions in the salt village are educational tourism for making salt. Apart from being able to travel, tourists can also learn how to process salt.
9. Cleanliness and Security, based on research results, cleanliness and security in Kampung Garam are good and well maintained. However, security needs to be improved by adding parkers to guard tourists' vehicles.

External Factors

1. Regulations, after the researchers conducted observations and interviews, Kampung Garam Kebumen already had ties with the Kebumen Regency Maritime and Fisheries Service. The government's role in developing Kebumen Salt Village is very important. This is to maintain the preservation of the salt village and for future development. There are no regulations with the Tourism Office because it is fully managed by the Kebumen Regency Maritime Affairs and Fisheries Service, the Tourism Office only helps with promotions.
2. Competitors, this is a threat that a tourism destination must pay attention to. Based on the results of research conducted by researchers, competitors for Kampung Garam Kebumen are Lembupurwo Beach, Ambal Beach, and Mliwis Beach due to their close location. Because Kampung Garam Kebumen has an educational tourism concept that has its charm. But each destination has its potential that can attract tourists.
3. Promotion, based on research conducted by promotion researchers in Kampung Garam, Kebumen via social media. Apart from being easy to use, promotional costs are also cheaper. For the sale of salt products, the manager sells online so that it is easy to reach outside Kebumen Regency and even outside Java. Apart from social media, promotions are also carried out by the Kebumen Regency Maritime and Fisheries Service through outreach.
4. Health protocols, because there has been a pandemic, this tourist attraction has adapted to health patterns by implementing health protocols that are strictly maintained in a tourism destination. Based on the results of observations and interviews, researchers saw that the implementation of health protocols in Kampung Garam Kebumen had been implemented well, there was an appeal to use masks, and there were hand washing facilities provided in various corners.
5. Tourists, according to the results of research and interviews, researchers received information from the management that ordinary tourists who visit are residents and students. Because as an educational tour, it is very suitable for families to visit so that children can travel while playing. Tourists in Kampung Garam still come from within Kebumen Regency so they are still unknown to people outside Kebumen Regency.
6. The target market, based on the results of observations and interviews conducted by researchers, is the target market for tourists of all groups who can visit Kampung Garam Kebumen because this tour is educational. That this educational tour, is hoped to it can increase the insight of visitors who come regarding the salt processed in the Kebumen Salt Village.
7. Technology, based on the results of observations and interviews, the use of technology in Kampung Garam is sea water pump technology, which makes the process of drawing seawater into the salt pool easier. Apart from that, promotions are also carried out using technology, namely social media, to make it more efficient and cost-effective. With the rapid development of technology, it is easier for managers to introduce tourism in a tourist destination area so that it is easier for the public to recognize it.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the salt village with its very strategic location is one of the advantages that the Kebumen Salt Village has as a tourism object in Kebumen Regency. As an educational tourism destination, the existence of this village can be a source of knowledge and information about quality salt processing. The method is to explore natural and human resources to develop the potential in Kampung Garam Kebumen. It is hoped that internal and external problems can be used as evaluation material to increase the superior tourist attractions in Kebumen Regency. Based on researchers conducting research in Kampung Garam, the potential at the research location is very large because Kebumen Regency has a fairly long coastline so that it can increase salt production and can improve the economy of coastal communities in Kebumen Regency itself. Apart from that, Kampung Garam is also used as an educational tourism area managed by the community and the Regency Government, especially the Kebumen Regency Maritime and Fisheries Service. Kampung Garam Kebumen already has the potential to be developed, namely that with the sea, apart from being a place for processing salt, Kampung Garam can also be developed into an educational tour for processing salt, especially for student tourism to increase knowledge about salt. The service at Kampung Garam Kebumen is very good. The management and salt farmers are very friendly in welcoming tourists. Moreover, it explains the steps in the salt making process.

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