

Application of the Green Economy Concept in Improving Tourism Village Community Development (Study in Karangrejo Hamlet, Lolong Village, Karanganyar District, Pekalongan Regency)

Raiha Ravitta Putri ¹, Intan Ayu Noverita ², Siti Amalia Nurul Hadidah ³

¹ State Islamic University of K.H. Abdurrahman Wahid Pekalongan

² Student Cooperative

³ Islamic Capital Market Study Group

Email correspondent: raiha.ravitta.putri@mhs.uingusdur.ac.id

ABSTRACT: *This research examines applying the green economy concept in developing the Karangrejo Tourism Village, Lolong Village, Karanganyar District, and Pekalongan Regency. Using a qualitative approach and case study methods, this research aims to analyze how the green economy concept can increase the role of the community in developing tourist villages and its impact on community welfare. The research results show that Buper Lolong Asri Nature Tourism has effectively implemented the green economy concept, focusing on the sustainable use of natural resources and improving environmental quality. Tourism management involves local communities, especially the IRMA (Mosque Youth Association), responsible for the operation and development of tourist facilities. This research concludes that applying the green economy concept in the Karangrejo Tourism Village can potentially increase the sustainable development of local communities by combining economic, social and environmental aspects. However, continuous efforts and support from various stakeholders are needed to optimize the benefits of the green economy concept for society and the environment.*

Keywords: *Green Economy, Tourist Village, Community Development.*

1. INTRODUCTION

The rapid development of tourism in Indonesia, especially in tourist villages, is an exciting phenomenon. Sustainable tourism village development focuses on economic aspects and includes social and environmental dimensions. Karangrejo Tourism Village, with its beautiful natural potential and unique cultural richness, has an excellent opportunity to achieve a balance between these three dimensions.

Efforts to create a sustainable tourism village apart from the government's role also require the participation of local rural communities. The development of tourist villages must be based on environmental quality and aspects of independence. A tourist village is a place of natural rural beauty in socio-economic and socio-cultural elements and has a distinctive rural character.

The green economy concept provides the proper framework to empower communities in the sustainable management of natural resources. This research will analyze how the green economy concept can increase the role of the community in developing tourist villages, as well as its impact on community welfare.

A green economy is a development program that is based on resource efficiency (optimal use of resources), sustainable consumption and production patterns, and inclusiveness towards the internalization of environmental and social costs (inclusion of externalities) (Suplemen & Ekonomi, n.d.).

The concept of a green economy is a solution to problems that can encourage economic actors to produce and consume goods or things and services that are environmentally friendly. It is hoped that income and employment from the green economy will increase the motivation of economic actors to carry out environmentally friendly businesses. The green economy has eleven sectors related to agriculture, manufacturing, urbanism, energy, fisheries, forestry, conversion/construction industry, tourism, transportation, waste and water.

Green Economy

"Green Economy" is a robust, socially and environmentally inclusive economic theory. Traditional development models are different and depend on actions that could be more sustainable, such as the depletion and destruction of natural resources. The sustainable development and usage of global resources drive the green economy, a coordinated movement of economic growth, environmental sustainability, poverty reduction, and social involvement. In addition to having positive effects on the environment, being sustainable and green also helps businesses become more prosperous.

In line with Law No. 32 of 2009 concerning Environmental Management and Protection, Indonesia can control the environment by using economic instruments like fiscal instruments and other planning instruments to internalize environmental costs. This is why Indonesia's position on the green economy also emphasizes internalising ecological costs. Indonesia also highlights the significance of an inclusive green economy and considers factors that reduce poverty. Therefore, a green economy may generate new growth using natural resources and the environment, which can relieve poverty and create employment rather than stifle economic expansion in favour of environmental conservation (Zahari & Sudirman, 2017).

Tourist Village

A tourist village is a rural area with unique qualities that make it a popular tourist destination. Generally speaking, the locals have relatively original customs and culture. Besides this, other contributing factors like local cuisine, agricultural practices, and social structures add to the village's distinctiveness. Beyond cultural factors, a tourist village must also have nature and an environment that has been preserved and pristine (Makiya, 2021).

According to some definitions, village tourism is a type of rural tourism that draws visitors with its distinctive features, such as the local culture and customs, the allure of the surrounding natural environment, and the experience of rural life. Tourism villages provide a unique quality that draws visitors seeking experiences that are thought to impart new skills, information, and comprehension. The village's community is viewed as the primary player in the growth of tourism in Desa Wisata. A tourist village allows the local community to run itself to the fullest extent possible.

2. METHOD

This research uses a qualitative approach with a case study method to explore applying the green economy concept in developing tourist villages in Karangrejo Hamlet, Lolong Village, Karanganyar District, and Pekalongan Regency. According to Ahmad Tanzeh Suyitno (2006), qualitative research is usually used in social and cultural sciences and is carried out on human behaviour and its significance. It is challenging to measure behaviour with numbers. Qualitative research originates from an inductive thinking process based on objective and participatory observation of social phenomena. Meanwhile, the case study method is described by Johansson as a research study that aims to represent the intricacies of a case that appears in the social sciences. Another case study definition is a series of scientific activities carried out in-depth, carefully and comprehensively regarding a program, event or activity at the individual, group, institutional or organizational level to gather comprehensive knowledge about an event. The events selected, referred to as cases, are usually actual events or events that occurred today, not in the past (Ridlo, 2023).

Qualitative methods were chosen to provide an in-depth understanding of how the green economy concept is applied in the local context and its impact on village communities. With this approach, the research aims to identify, analyze and evaluate the application of this concept in improving village community development.

This research collected data through in-depth interviews with stakeholders directly involved in developing tourist villages. The primary informants in this research include officers who manage tourism and canteen keepers as people who are directly involved in tourism activities.

Primary (direct) and secondary (indirect) data can be used as data sources. Research data collected directly from the source without using intermediary media is called primary data. The opinions of subjects (people), individually and in groups, observations of physical objects, events or activities, and test results are examples of primary data. Researchers used an interview approach to collect the primary data sources for this research, including interviews with canteen keepers and tourism management officers.

3. RESULT AND DISCUSSION

The green economy concept has effectively managed the Lolong Asri Campground's natural tourism. This tourism focuses on the sustainable use of natural resources and prioritizes use value and environmental quality to ensure visitor comfort. Apart from being a camping ground, one of the superior features of Lolong Asri Campground is the rides or photo spots along the river. Here, visitors can enjoy stunning natural views and soak up the tranquillity of the refreshing sound of splashing water.

Interviews are a method of collecting data through questions and responses from relevant sources. Interview techniques were used to strengthen the information obtained from the theory studied and increase the accuracy of the data collected. Researchers use this interview method to collect more accurate data. Based on interviews with canteen keepers and tourism management officers, data was obtained from the Lolong Asri camping ground, managed by IRMA (mosque youth association) chaired by Bukhori and opened in 2013. With a ticket payment rate of IDR. 5000 and IDR. Ten thousand for one day and one night for those camping. Open every day from 07.00 – 17.00. On school holidays or Sundays, even holidays before the month of Ramadan, there will be many visitors, but on weekdays or non-weekends, only a few visitors usually come. Lolong Asri's Campground income comes from ticket sales and payment of premises or stall

contracts for canteen sellers worth IDR. 1,000,000 for a year. It is not certain that each month's income is uncertain, but on average, it is IDR 2,000,000-4,000,000. This income will then be distributed to tourism management employees, and sustainable construction of tourist facilities will be deposited into the village treasury. The remainder will be used to construct a mosque or prayer—room managed by IRMA youth (Berlianantiya & Andriani, 2018).

From this interview, we can explain the Lolong Asri Campground tourism in Lolong village, Karanganyar subdistrict, Pekalongan regency:

3.1 The tourism potential that has been developed at the Lolong Asri Pekalongan Campground

1) Natural Scener

Lolong Asri Pekalongan Campground Tourism has its attractions: beautiful views and a river, making it a more relaxed place at the bottom of the campground.

2) Facilities

Facilities are essential in tourist attractions. These facilities are provided to facilitate activities for visitors who come and provide comfort, satisfaction and an unforgettable experience. The facilities available include public toilets, places of worship, canteens, accommodation/gazebos and parking areas.

3) Accessibility

The distance that can be travelled from Kajen Square, which is located in the district, to the Lolong Asri Pekalongan Campground Tourist Location is approximately 25 minutes using a motorbike or car. This travel time shows that it is still affordable for tourists to visit and that the condition of the asphalt road is adequate, namely that it is in good condition.

3.2 Supporting and inhibiting factors in the development of Lolong Asri Pekalongan Campground Tourism

1) Supporting Factors

a) Natural Conditions

Natural conditions are the most critical asset for developing natural tourism in the Pekalongan Regency. One of them is the Lorong Asri Camping tourist attraction, which has uniqueness and natural potential and has become a unique attraction for visitors.

b) Tourism site

Something that invites visitors to visit a particular area with the uniqueness of that tourist attraction. Like tourist attractions where there are large trees that provide shade that can be seen, the Lolong Asri Campground Tour has a relaxed and calm atmosphere, suitable for those who want to relax for a while. Apart from that, the Lolong Asri Campground has a clear, quiet river.

c) Support from the Government and surrounding communities.

The support of the Pekalongan Regency government and the surrounding community is critical in terms of both financial and moral support. This can allow the Lorong Asli Pekalongan Campground tourism to progress and develop over time.

3.3 Management of the Lolong Asri Campground Nature Tourism Park with the Green Economy Concept

Lolong Asri Campground Natural Tourism Management has committed significantly to implementing the green economy concept. Several attempts have been made to incorporate sustainability concepts into all operations. However, like many other natural tourist attractions, Bumper Lolong Asri still has several problems that must be resolved to achieve a green economy's primary goal: managing a sustainable and environmentally friendly tourist park (Diogsha & Noviarita, 2024).

Prioritizing the value and quality of using the natural environment is one of the management of Bumper Lolong Asri. This is consistent with current initiatives to protect the environment and ensure visitor comfort. However, even though budget constraints are sometimes an obstacle, the management of Bumper Lolong Asri Nature Tourism continues to make maximum efforts to care for the environment in various simple ways. The method used is:

1) Increasing the Role of Cleaning Officers

Special training on waste management and maintaining the cleanliness of the river environment must be given to cleaning staff at Lolong Asri Campground. In this way, they can carry out their responsibilities as best as possible and realize how important it is to preserve the environment for the long-term sustainability of the tourism industry.

2) Utilizing Natural Potential as a Tourist Destination

The main feature of Lolong Asri Campground is the river, which can be an interesting backdrop for photos, for example, by building a small wooden bridge across a river or placing stones to provide a beautiful view along the river bank. This effort can increase tourists' understanding of the importance of keeping rivers clean and improving this area as a tourist destination.

3) Procurement of Environmental Conservation Support Equipment

Supervisors can provide sufficient and easily accessible trash bins and particular bins for organic and inorganic waste. Trash nets and other river cleaning tools can also help reduce the amount of rubbish entering the river. These small efforts can significantly impact environmental sustainability even with a limited budget.

4) Integration with Nature-Based Tourism Ideas

Lolong Asri Campground can further emphasize the idea of nature-based tourism by providing various environmentally friendly activities, such as educational programs about river ecology or rowing boat rentals. In this way, visitors not only enjoy the beauty of nature but also gain knowledge about the importance of preserving the environment.

3.4 Documentation

Documentation in research is a systematic process that involves collecting, recording and archiving data and information relevant to the research being conducted. This process is crucial because it serves as the basis for the validity and reliability of the study. Good documentation ensures that all elements of the research, from design to results, are recorded thoroughly and accurately. The research results obtained documentation in the form of photographs of the Lolong Asri Campground location.



Image 1. Entrance Ticket Rp. 5.000,-



Image 2. One of The Facilities (Prayer Room)



Image 3. One of The Canteens



Image 4. Campsite

4. CONCLUSION

This research shows that applying the green economy concept in the Karangrejo Tourism Village, especially in the Lolong Asri Campground Nature Tourism, has positively impacted village community development and environmental sustainability. Lolong Asri Campground has effectively implemented the green economy concept, focusing on the sustainable use of natural resources and improving environmental quality. Tourism management here involves the local community, especially the Mosque Youth Association (IRMA), responsible for the operation and development of tourist facilities, showing the community's active role in developing tourist villages. Karangrejo Tourism Village has beautiful natural potential, adequate facilities and good accessibility, which are the main attractions for tourists. Supporting factors such as unique natural conditions, attractive tourist attractions, and support from the government and society play an essential role in this development. At the same time, climate and seasonal changes must be overcome. The management strategies implemented include increasing the role of cleaning staff, utilizing natural potential, procuring environmental conservation equipment, and integrating with nature-based tourism. Despite facing budget constraints, Buper Lolong Asri continues to strive to improve the quality of the environment and tourism experience. Tourism management has also made a significant economic contribution to local communities through ticket sales, canteen rentals and employment. Overall, applying the green economy concept in the Karangrejo Tourism Village shows excellent potential in improving the sustainable development of village communities. However, continuous efforts and support from various stakeholders are needed to optimize benefits for the community and the environment.

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The 1st International Conference on Islamic Economics (ICIE) 2024

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