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Semarang State University



conference
proceedings

1st Unnes International Conference
on Research Inovation and Commercialization (UICRIC) for Better Life 2015

Patra Jasa Hotel Semarang, November 27 - 28th 2015



FOREWORD

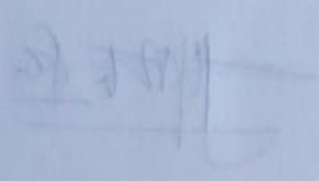
First, we would like to express our gratitude to Allah Almighty for His blessings so that this proceeding of the "1st UNNES International conference on research and commercialization for better life 2015" can be published. These proceedings consist of all papers presented at the conference on 27th-28th November 2015 at Patrajasa Hotel Semarang Central Java Indonesia. The papers were internally reviewed by the qualified reviewers.

The theme of the conference was "1st UNNES International conference on research and commercialization for better life 2015". It was expected that through this proceeding, we are able to disseminate the results of studies in the field of research.

This event invited seven speakers who presented materials closely related to the theme, namely: (by Prof. Muhammad Nasir), (by Prof. Fathur Rokhman), (by Prof. Prof. Rahim MD.Sail), (by Joop Van De Flier), (by Asst. Prof. Rotchanatach Darnsawasdi), (Prof. Chow Yang lee) and (by Dr. Ayami Nakaya). We hope that this proceeding will be beneficial for the society in terms of education, research, and community services.

Semarang, 26th November 2015

Editorial Board



WELCOMING SPEECH FROM THE COMMITTEE CHAIR PERSON

In order to realize the vision of Semarang State University (UNNES) as the University of Conservation with an international repute, Institute for Research and Community Services (LP2M) establish 1st UNNES International Conference on Research Innovation and Commercialization (UICRIC) for the better life 2015. This event aims to increase the number of research publications and improvement of academic atmosphere through improving the quality of research works which we expect to occur downstream of research results to be a product that can be mass produced in an attempt to increase the welfare of society in general. It also aims to increase the capacity of researchers in generating better quality of research proposals in the future.

The scope of the research clusters that will be presented in this international seminar are: Education Innovations, Science and Technology, Quality of Life and Resource Development, Conservation, and the Art, Culture and Humanity.

Chairman of the Committee

Evi Widowati, S.KM., M.Kes.

REVIEW TEAM

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1. Prof. Dr. Totok Sumaryanto F.,M.Pd.
2. Prof. Dr. Etty Soesilowati, M.Si.
3. Prof Dr. Sucihatiningsih Dian Wisika Prajanti, M.Si.
4. Dr. Subiyanto, M.Si.
5. Joop Van Flier
6. Prof. Rahim MD. Sail
7. Asst. Prof. Rotchanatch Darnsawadi

Contents

FOREWORD.....	ii
WELCOMING SPEECH FROM THE COMMITTEE CHAIR PERSON.....	iii
REVIEW TEAM	iv
LIST OF PAPER	x
Research and Universities' Responsibility to Shape a Better and Sustainable World.....	1
Fathur Rokhman.....	1
Quality of life and resource development (health and sustainability issues), an overview of the current situation in the Netherlands	5
J. A. van der Flier.....	5
River Management based on Local Wisdom: Flood Preparedness in Hatyai, Thailand and Semarang, Indonesia.....	15
Rotchanatch Darnsawadi ¹ , Subagyo ² , Dewi Liesnoor Setyowati ¹ , Satya Budi Nugraha ² , Fidia Fibriana ³	15
Making Technical, Vocational Education and Training a Premier Choice among Communities with Integration of Social Skills and Social Values in Technical Subjects.....	22
Rahim M. Sail	22
The Strategies of Tofu and Fermented Soybean Cake Cooperation in Facing China-Asean Free Trade.....	28
Abdullah Ahmed ¹ , Mohaned Rabee ² , Rusdarti ²	28
Community-based Ecotourism Model to Improve Welfare	35
Apik Budi Santoso, Ananto Aji.....	35
Spatial overview of bush and swamp contribution to filariasis evidence in filariasis endemic area	39
Arum Siwiendrayanti ¹ , Eram Tunggul Pawenang ² , Sofwan Indarjo ³	39
Rising Farm Labour Wages in India: Trends, Causes and Impact	43
B. Suresh Lal ¹ , M. Ravindar ² , A. Venkata Ramana ²	43
The Needs Analysis of Vocational High School (VHS) In Banjarmasin Based on Local Resources Potential	53
Dwi Atmono ¹ , Muhammad Rahmattullah ²	53
Empowerment Street Children Through Atenho in Semarang City	62
Emas Agus Prastyo Wibowo ¹ , Lia Inarotut Darojah ² , Aziz Amrullah ³ Nuni Widiarti ⁴	62
Strategic Policies for Increasing the Competitive Powers of Indonesian Horticultural Products in Asean Markets....	64
Etty Soesilowati ¹ , Sucihatiningsih DWP ²	64
Identification of Social Potential in Lok Baintan's Floating Market Area.....	76
Fatimah ¹ , Muhammad Rahmattullah ² , Ellyn Normelani ³ , Taufik Hidayat ⁴	76
Analysis of Distribution of Local Education and Government Policy	81
Firmansyah ¹ , Shanty Oktavilia ²	81
Good Governance in Malang Tourism to Improve People's Prosperity.....	89
Ika Nurhayani ¹ , Hipolitus Kewuel ² , Diah Ayu Wulan ³ , Ria Yuliati ⁴	89
The Strategy of Development Ecotourism in Conservation Areas in Central Kalimantan Province	93
Irawan.....	93

Community-based Ecotourism Model to Improve Welfare

Study: Rural Blumah Sub District Plantungan District Kendal
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Abstract — Tourism in all its aspects actually has a great potential, especially in the field of economy, because tourism can be one buffer to reduce unemployment, poverty, increase economic growth and prosperity masyarakat. dilain hand, today's tourism growth has experienced a shift from nature tourism entertainment towards tourism is ecotourism. Studies in this study is the tourism potential Semawur waterfall in the village Blumah Plantungan District of Kendal. The geographical position of the southern tip of Kendal makes this object has not been explored optimally, but if viewed from the aspect tourist attraction where Curug Semawur and social conditions are not eligible to be a tourist attraction, which hopes to foster the local economy.

Keywords— *Tourism, Ecotourism*

INTRODUCTION

Tourism has become one of the largest industries in the world, and is a mainstay in generating foreign exchange in many countries (band, 2005). as well as very influential in many sectors, foreign exchange earnings from tourism in 2011 through 8.5 billion dollars, or 11.8 percent more than in 2010. The growth of Indonesian tourism is quite fantastic because it exceeds the rate of growth of the world economy and Indonesia, which is projected to reach 6, 5%. (Kompas on Tuesday 17 January, 2012). Tourism as an industry do not stand alone, but is a series of activities that produce products or services that are different from one another. The difference is not only in the products or services produced, but also in the size of the company, the location of the seat, geography, function, form of organization and manage marketing method (Yoeti, 2008). Products of the tourism industry is all services and products provided by companies on tourists since the tourists leave their homes until the destination and back home again. Companies that provide products or services to tourism is very varied, ranging from information, travel / Travel Bureau (BPW), tickets, transportation, accommodation, food, clothing, tour operators organize trips and services as well as other services Attractions (DTW).

Tourism in all its aspects actually has great potential, especially in the fields of economy, because tourism can become one of the guards to reduce unemployment, poverty, increase economic growth and prosperity masyarakat. dilain side, the growth of tourism today has shifted, from tourism is entertainment towards tourism is ecotourism.

Kendal, with varied topography and the potential of mountain areas have great potential to be developed into a center of eco-tourism, the potential of which is the existence of waterfalls in the village of semawur Blumah District
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Kendal Plantungan conditions unspoiled forest, tea plantation area is a great potential to be developed into eco-tourism attraction. The hope with the ecotourism can improve the welfare of the people living around the site. Unfortunately, until now there is no exact model to explore the potential. What else can model combines ecotourism with local communities.

Ecotourism rests on three legs at the same time, the rural tourism, eco-tourism and cultural tourism. According to the declaration of Quebec (the meeting of members of TIES in Quebec, Canada in 2002), Ecotourism is a sustainable tour? Ism which contains specific measures: (1) an active contribution to the conservation of nature and culture (2) The participation of local residents in the planning, construction and operation of tourist activities as well as enjoy. (3) Transfer of knowledge about the cultural and natural heritage to visitors, and (4) an independent tourist or group tours berukuran small.

According to (Santoso, 2011), the development of ecotourism services are required to have professional management, include:

1. Marketing to a specific destination. Marketing strategy occupies an important position to reach out and attract visitors worldwide. They are expected to be a source of information for visitors in order to help conserve the environment and local community development.
2. Skills and services to the visitors intensively. Service is ecotourism experience and education to the environment or the new territory. Visitor satisfaction will be achieved through a variety of services and effective patient.
3. The involvement of local residents in the drive to translate and attractions. Local residents will have an incentive cone? Servasi environment when it is involved in ecotourism services, the provision of information, and obtain the benefits they deserve.
4. Government policy within the framework of protecting the assets ling? Environment and culture. Policy planning, empowerment of civil society or in combination with economic instruments, will prevent the market mechanism to operate in the area of ecotourism destination.

5. Capacity building of local residents. The local population and the environment is largely intact area of ecotourism. They need to be developed and the potential benefits of participation to obtain in order to create an incentive and motivation to participate in the conservation of the environment.

The purpose of this study was to find a model of community-based ecotourism development in the village district Blumah sticks Kendal. The study is expected to be the answer to the problems of the welfare and development of tourism in the village.

METHODOLOGY

This research can dogolongkan as research and development (to create a model of community-based ecotourism development locally). Qualitative methods were used to collect data as much as possible about the profile of the community, the development of eco-tourism issues, and policies related to ecotourism. The study was conducted in the village of Blumah district. Kendal sticks. The choice of location is based on the location that has a tourist attraction (semawur waterfalls, landscapes, and cultural) that are still not well explored.

This source of research data obtained by The profile of the people in areas of potential data in local communities and activities that have been implemented, and policies, related to the policies and regulations set by the local government with regard to the management and development of tourism.

The primary data collection, conducted by research, observation and interviews directly to the public and relevant agencies to obtain information on the profile of the community, in local communities and activities, policy management and development of tourism.

RESULTS AND DISCUSSION

Geographically diverse Kendal from the coast to the mountains to have a positive impact on regional development primarily related to tourism. In coastal areas Kendal has the potential to be developed into a marine tourism, and in mountainous areas is feasible to develop a tourism nature. In addition to the potential of nature tourism Kendal also has a lot of art and tradition can be developed into a tourist attraction of objects, both in level and hamlets in the district level.

Kendal also has tourism potential that has not been worked out. But judging from the proximity of the district to Semarang and Kendal routes through the line, this is worth the potential to be developed into a tourist area in accordance with characteristic areas.

This study is the potential for tourism Semawur waterfall located in the Village District Blumah Plantungan Kendal. Geographical location south tip of Kendal makes this object has not been explored optimally, but when viewed from the

aspect of tourist attraction where Waterfall Semawur and social conditions are not eligible to be a tourist attraction, which hopes to foster economic community.

Village Blumah, Plantungan District, Kendal is pegunungan area has an area of 312,250 hectares, with an altitude of between 900 m location - 1200 m above sea level. The village is a village located in the southwestern region of the district. Kendal, directly adjacent to the Batang. Located between 07°7'39 " LS - 07°11'45 " LS and 109°55'08 " BT - 109°56'45 " BT ', is 7 km from the capital district and 52 km from the capital district of Kendal.

Administratively, the village Blumah directly adjacent to the village Tlogopayung in the North and East. Southern border with Mount boat; and west borders with the river attached. The total area of the village Blumah district. Feral is 312,250 hectares, with the composition of land area 37,830 hectares of rice fields, garden soil / building 9,950 hectares, the farm / garden area of 107,250 hectares, the forest area of 139,000 hectares of State, rivers, roads, and farms 18,220 hectares. Blumah village is divided into 2 (two) Hamlet is Hamlet and Hamlet Jiwan Blumah.

Given the location is in the mountains with terrain that is quite far from the urban, rural conditions Blumah still very natural and not widely known, but the village Blumah have a very valuable asset that Waterfall Semawur or as some call it curuh 7 nymphs because the waterfall composed of 7 waterfalls standing at the foot of the mountain boat. Conditions waterfalls is not inferior to the conditions in the area of a thousand waterfalls Sukorejo famous, even look more natural and beautiful waterfalls where unfortunately this is not widely known by the public at large. Because the condition of the people around the waterfalls (village Blumah) that still have not been able to simply develop and sell waterfalls semawur as an interesting tourist attraction.

Waterfall Semawur existence is already known by the local government, and has been scheduled to be developed as a leading tourist attraction district. Kendal, this is manifested by the completion of infrastructure facilities such as road improvements to the village Blumah, procurement and public facilities such as public toilets have been made by the local government. Unfortunately with the changing leadership of the program is the development of waterfalls semawur less attention, so impressed the way pengembanganya place.

In addition to Waterfall Semawur, sebernarnya nature Village Blumah quite exotic could be a tourist attraction, with a charming view of the mountains, the lush gardens, garden cloves standing upright, and rivers will be able to clear to lure tourists. For it is only fitting Blumah village can be developed to become a comprehensive tourist village, so to be able to move the local economy. The establishment of ecotourism blumah can develop potential tourist attraction as follows:

1. Waterfall (there are seven levels of waterfalls)
2. Agro Tourism / Agribusiness

3. Tourism Sports Trecking
4. Area Camping Ground Bond and Out
5. Tourism fireflies
6. Tourism education / school environment / Grand House
7. Air Travel & Tourism Games

Profile of Community Blumah

In the village of Demographic Blumah is one of 14 villages in the administrative district Plantungan Kendal and is located outside the village in the west end of Kendal directly adjacent to the Batang, while the south is Mount boat sits partially in Wonosobo reGENCY.

In the hamlet village Blumah Jiwan, Kendal district Plantungan waterfall "Cream SEMAWUR" that never dry throughout the year. The existence of Waterfall Semawur located inland forest and there is no access road to the area, causing the waterfall Semawur not widely known in the public, unless the surrounding community.

Waterfall Semawur consists of 7 (seven) the extent to which the top level is the twin waterfalls and an average height of 10 m waterfall - 50 m with a flow rate of

acceleration waterfall reaches ± 29.4 m / s, the pH of soil and water pH $\pm : 7$.

Although tourism Waterfall Semawur this not widely known to the general public, but some of the tourists who come from the surrounding area have started to take advantage of these attractions as a place of recreation. Although there are no statistics on the number of visitors, but the activities of tourists in sight that tourists who come to these places all the time to grow, especially on holidays. Villagers Blumah tourism activities have been anticipating this by forming community tourism awareness with the aim of keeping tourism is not polluted by tourists who do less responsible.

The total area of the village Blumah district. Feral is 312,250 hectares, with the composition of land area 37,830 hectares of rice fields, garden soil / building 9,950 hectares, the farm / garden area of 107,250 hectares, the forest area of 139,000 hectares of State, rivers, roads, and farms 18,220 hectares. Blumah village is divided into 2 (two) Hamlet, namely:

TABLE 1. DISTRIBUTION OF RT / RW IN THE VILLAGE BLUMAH

No	Hamlet	Ammount		
		RT	RW	Keterangan
1	Blumah	6	2	
2	Jiwan	2	1	

Source: Monograph Village Blumah

Policy Issues and Ecotourism Development

Long Term Development Plan Area (RPJPD) Kendal 2005-2025 serve as a guideline and reference for preparation of local development plans. To maintain sustainable development in areas, long term development plan area is necessary, as mandated in Article 13 paragraph 2 of Law No. 25 Year 2004 on National Development Planning System (NDPS) ordered Formulation RPJP area embracing paradigm visionary planning, RPJP the area only contains instructions outline.

Based on the condition of the district Kendal today, the challenges faced in the next 20 years, taking into account the resource endowment, the vision of the district is Kendal "Kendal independent, advanced and prosperous". In order to realize the vision of regional development is pursued through 8 missions of regional development. As follows:

1. Creating public morality, moral, ethical, cultural, and based on the philosophy of Pancasila.
2. Creating a competitive society
3. Creating a democratic society based on law

4. Creating Kendal peaceful
5. Creating fair and equitable development
6. Creating Kendal beautiful and sustainable
7. Creating Kendal as coastal and mountain ahead
8. Creating Kendal active role in the association between regional and national

Medium term development plan area (five) is the regional development planning documents for the period of 5 years from 2010-2015, established with the purpose of giving direction and purpose as well as a reference for all components of local development actors (government, the business world society) in achieving the -cita and regional development objectives that are integral to the national objectives in accordance with the vision, mission and direction of development of the area that has been agreed, so that all the efforts made by all components of development actors will be more effective, efficient, integrated, sustainable, and complementary with each other in a pattern of behavior patterns.

Problems encountered in the development of ecotourism is the lack of public interest to contribute in developing ecotourism, detailed problems are as follows. Yet developed specific / particular objects of nature and cultural tourism, it has not seen the development of tourism activities differentiate between traditional tourism (mass tourism) and ecotourism. Of course, this phenomenon will have an impact on the environment. It is caused by a different orientation with emphasis on eco-tourism balance of nature is not purely economic pursuit with the flow of tourists is huge; Optimal development of ecotourism in Kendal caused by technical factors and non-technical. Non-technical factors visible physical geography of nature is hilly, the forest is still widespread, ecotourism potential spread in some areas that were located far away objects with each other and the number of attractions that is difficult to achieve because of the condition of the terrain. Technical factors are more visible on the understanding that ecotourism is not widely known by the public, so that the utilization of the forest only to the extent considered as fulfilling the household economy through logging, hunting, and other wild animals;

Lack of skilled workers and educated about ecotourism management is able to manage in a professional manner that could bring financial benefits do not have to sacrifice environmental damage such as natural forest .;

Not yet felt the impact of ecotourism can contribute to the economy both locally and regionally it is more due to as yet unidentified and development strategy;

The absence of coherence function and the role of stakeholders in creating policy in the form of eco-tourism development plan permanently, which has a positive effect on the natural environment, the economy and society, especially around an object ecotourism.

Model-based Ecotourism Local Communities

In order to solve the existing problems, the development model based ecotourism local communities need to be developed, in which the model can be applied in the community to answer the question of the welfare of the community and the development of community participation. As for the picture of the model, which is described as in figure 1.



FIGURE 1. MODEL-BASED ECOTOURISM LOCAL COMMUNITIES

CONCLUSION

Kendal with all its potential has great potential to be used as a tourist attraction or a nature-based ecotourism. The existence of the waterfall in the village semawur Blumamah with various elements penduungnya are appropriately utilized as ecotourism. Within this context, the role of the community and government must be combined to achieve a common goal. In the development of ecological tourism in a particular area is needed to support the cooperation of various parties such as local governments and pemertintah central and local communities living in the area.

The role of government is needed to be able to support the infrastructure and facilities required in development and to support adequate transport facilities to reach areas of tourism development. In order to develop eco-tourism in a region for example in Waterfall Semawur as has been described above takes several stages of development stage area attractions, marketing, development of the tourism industry, and also the development of social institutions.

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