



Received: March 21, 2022

Revised: June 11, 2022

Accepted: June 17, 2022

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MARKETING | RESEARCH ARTICLE

The Development of the Tourism Sector in Improving the Regional Economic Growth of Mojokerto Regency

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Abstract: Tourism is one sector that is being seriously worked on by countries in the world to encourage the national economy. The purpose of this research is how to implement strategy development to increase regional economic growth and what are the positive implications of implementing strategy development to increase regional economic growth in Mojokerto Regency, East Java, Indonesia. Research and methods in this study used qualitative method with the analysis of the interaction patterns used Miles and Huberman of Data Collection, Data Reduction, Data Presentation and Conclusions and Verification. The results of this study show governance in the development of tourism-based village potential in Mojokerto Regency, especially Ketapanrame Village, is one proof where the village government can invite the community to work together to realize a common goals. From this it can be state that village officials or village heads are able to give trust to the community where not all leaders can do this. With the existence of several tours such as the Ganjaran park and Sumber Gempong, the Trawas Village Head admits that the community's economic level is slowly getting better. Managing village potential is not only temporary if the development process but also the utilization after that.

Keywords: Economic Development, Tourism, Regional, Economic Growth.

JEL Classification Code: F63, O1, L83

1. INTRODUCTION

The beginning of 2020 will be remembered as the year of the deadly flu epidemic that paralyzed world economic activity at the beginning of the 21st century on a global scale. Almost all countries worldwide are experiencing heavy shocks, including Indonesia; the coronavirus caused the scare. On March 11, 2020, the World Health Organization (WHO) declared a pandemic; this virus was first detected in the city of Wuhan, Hubei Province, China, in December 2019 (Diana et al., 2022; Monroe et al., 2021). This virus's impact has reached over 180 countries spread across all continents, with economic, educational, social, behavioral, and lifestyle changes. On Sunday (14/2/2021), data from Worldometers, the number of coronavirus cases in the world totaled 109,068,797, of which 2,403,365 people died and 81,060,123 people recovered. So far, 7,592,879 active patients have been recorded, and the number will continue to grow.

Since the COVID-19 pandemic, the country has had an economic crisis estimated to be weaker than the previous year. The Minister of the Economy said economic growth could be depressed from 2.5% to 0%. This will happen when a reasonable and appropriate prevention strategy is not immediately carried out to overcome these problems, and currently, the State has increased intensive care for health workers by 20% and the number of health sectors by 6.1 trillion; this is a concern for the global economy including ASEAN countries. Economic impacts include the decline in the rupiah



exchange rate, the free fall of the JCI movement, and the threat of losing income, especially for the poor and families who work in the informal sector (Roth, 2021). Tourism is one sector that countries are seriously working on to encourage the national economy. Indonesia has great tourism potential because Indonesia is a vast archipelagic country whose territory stretches from Sumatra to Papua. Tourism is one of the social, economic, political, cultural, and technological phenomena, so this situation has become a significant concern of experts and development planners. Tourism is everything related to tourism, including the exploitation of objects, tourist attractions, and businesses related to these fields. The territory of Indonesia, which is crossed by the equator, gives Indonesia a climate that gives rise to a variety of flora and fauna that fascinates tourists to visit Indonesia. to become a world-famous tourist destination. Natural beauty and cultural diversity make the State of Indonesia a country famous for tourist objects, both natural and cultural attractions. The development of tourism in an area will bring many economic, social, and cultural benefits to the community. However, if the product is not prepared and managed properly, it will cause various problems that make it difficult or even detrimental to the community. The East Java, Culture and Tourism Office shows that the Mojokerto district has a variety of extraordinary natural and cultural riches that make it attractive for the public to visit (Wardana et al., 2020).

According to Albulescu et al. (2018), one of the development sectors that accelerates the economic growth of a region, tourism is considered a strategic asset to encourage development in areas with tourism potential. One of the most popular places in Mojokerto City today is Sumber Gempong Tourism and Poetoeck Soeko Peak (Putuk Suko) located in Sukosari Village, Trawas District, Mojokerto Regency, East Java. Who is also affected by the Corona-19 Virus, which not only has an impact on managers but also on the surrounding community. According to (Dandis et al., 2021; Wardi & Trinanda, 2022), the influence of the number of tourist visits is significant for developing the tourism industry and local revenue so that domestic and foreign tourists are attracted to visit. The existence of support for the allocation of funds from the government every year makes the tourism sector develop tourist attractions so that many tourists visit. The large number of tourists visiting the tourism sector can potentially increase local revenue. As a result, the number of tourists visits positively contributes to local income. The problem in this research is how to implement strategy development to increase regional economic growth and the positive implications of implementing strategy development to boost regional economic growth in Mojokerto Regency, East Java, Indonesia.

2. Literature Review

Tourism is a complex activity that can be viewed as an extensive system consisting of various economic, ecological, political, social, cultural, and so on. When tourism is seen as a system, the analysis of tourism cannot be separated from other subsystems, such as politics, socioeconomics, culture, etc. These subsystems have interdependence and interconnectedness. This shows that changes in one subsystem will also cause changes in other subsystems until, a new harmony is finally found. Tourism is a system of various elements arranged like a spider's web: "like a spider's web-touch one part of it and reverberations will be felt throughout" (Fuentes et al., 2016). As a development sector that stimulates the economic growth of a region, tourism is considered an asset strategically to encourage development in areas with potential tourist attractions. Because tourism has three aspects of influence, namely the economic aspect (source of foreign exchange, taxes), social aspect (creating employment), and cultural aspects, (Amoako et al., 2021; Hsiao et al., 2015) explained that the tourism sector increases foreign exchange earnings and creates work, stimulate growth tourism industry. Therefore, it can trigger economic growth, especially encouraging various countries to develop the tourism sector. Tourism development has the purpose end to increase the income of society in the future and can improve community welfare and economic growth.

Understanding tourism as a system shows that many actors are involved and have a role in driving the tourism system. These actors, individuals, and groups are also referred to as tourism people in various tourism-related sectors. In general, tourism personnel are grouped into three main pillars, namely: (1) community, (2) private sector, and (3) government. The community pillar refers to the general public in tourist destinations or locations as the rightful owners of various tourism capital resources such as culture. This includes community leaders, intellectuals, Non-Governmental

Organizations, and the mass media. The next pillar is the private sector, namely tourism business associations and entrepreneurs directly or indirectly related to tourism. The last pillar is the government which has authority in various administrative areas, starting from the central government, states, provinces, districts, and so on (Ezzaouia & Bulchand-Gidumal, 2020).

Referring to this view, it can be concluded that tourism development should involve three pillars. Tourism development relies not only on the private sector's business capabilities. Without government and community support, developing tourism businesses run by the private sector cannot run smoothly. Likewise, tourism development is only managed by the government without involving other pillars. The government will experience difficulties in increasing investment and capital in tourism development. However, the most important thing is the involvement of the community pillar, which has often been neglected in tourism development. As a result, people, especially those living in tourist areas or destinations, usually do not feel the benefits of tourism development. Even if they are involved, the role they carry out is minimal, so it does not significantly impact the welfare of the local community. In some cases, local communities around tourist destinations are only spectators. At the same time, they are exposed to various negative social, economic, and environmental impacts due to tourism development in their area (Hunt et al., 2020; Le, 2022). The findings of Dayansyah, 2014 show that the Strategy for Development of Tourism Potential in Tangerang Regency leads that the Tangerang Regency government has had several strategies intended to maximize the development and management of existing tourism potential, namely developing existing tourism, developing natural tourism, embracing the community, and conducting tourism activities. Tourism promotions.

The Presidential Regulation of the Republic of Indonesia Number 5 of 2010 concerning the National Long-Term Medium-Term Plan (RPJMN) 2010-2014 states that tourism has an essential role in encouraging economic activity, improving Indonesia's image, improving people's welfare, and providing expansion of job opportunities. This role is shown, among others, by the contribution of tourism to the country's foreign exchange earnings generated by foreign tourist visits, added value to GRDP, and employment. This is in line with tourism development objectives following the Law of the Republic of Indonesia No. 10 of 2009. According to Prof. Simon Kuznets, economic growth is a long-term increase in the ability of a country to provide more and more economic goods to its population. This capability grows with technological progress and the institutional and ideological adjustments it requires. The same research conducted by Aguiar-Quintana et al. (2020) found that tourism is very influential on economic growth in most countries, especially countries consisting of islands. Archipelagic countries have more tourism objects, so the income from taxes and levies obtained through these tourism objects can boost regional economic growth. The findings from (Tajeddini et al., 2020) found that the number of tourism objects had a significant effect on the economic growth of the Central Java region. This is due to the increase in levies on tax objects based on the number of tourism objects in Central Java. The hotel tax is one component of Regional Original Income that has a high potential. The greater the income from hotel taxes, the greater the original regional payment received. Othun et al. (2021) state that an increase in original regional income, considered capital accumulation, will have more positive effects, and accelerate economic growth. Furthermore, the increase in local revenue will ultimately be able to improve the welfare of the community. So that local governments have the authority to continue to explore their financial sources, manage, and use them to finance the implementation of local government.

Economic growth is vital to maintain the welfare of its people, but growth is not the end of human development. Growth is only one tool; more critical is how economic growth is used to improve human capabilities and how people use these capabilities. A high level of human development greatly determines the ability of the population to manage sources of economic growth, both concerning technology and institutions, to achieve economic growth Abbott et al. (2015); Konert & Kotliński, (2020) research findings, based on the analysis results in his research, explained that the variable the hotel occupancy rate affects people's welfare. This means that the hotel occupancy rate can improve the welfare of its people by absorbing labor from the community in tourist destinations to participate in developing tourism to enhance the community's interest in the tourism sector. Portrait of implementing strategy development to increase regional growth economy, namely a). Product, namely prioritizing product quality by paying attention to the comfort of every tourist, by always

carrying out routine maintenance every year b). Price is a price strategy that is more targeted than the lower middle class, given the condition of the people of Mojokerto, most of whom belong to the middle class. c). The place is a good distribution strategy, with the selection of comfortable tourist attractions with an incredible atmosphere supported by easy access to every tourist location. d). Promotion, namely a promotional strategy through offline and online media. e). The process is a Process strategy by having a coordinator at each tourist attraction to ensure all operational functions run smoothly. Physical evidence is a strategy of physical evidence in the form of maintenance and the addition of infrastructure facilities that can provide convenience to customers.

3. Research Method and Materials

3.1. Sample Criteria

The type of research used in this research is qualitative research. This research was carried out on two objects: the Mojokerto Regency Office and Ghanjaran Park Tourism, Trawas District, Mojokerto Regency, East Java Province. Data analysis, in the view of Bogdan & Biklen (1994), is an effort made to work with data, organize data, sort it into manageable units, synthesize it, look for and find patterns, find what is essential and what is learned, and decide what to tell others. The data analysis begins by examining all available data from various sources, including interviews and written communications.. The data analysis method used in this study is the analysis of the interaction patterns of Miles and Huberman, namely:

1. Data Collection, in this survey, data was collected by searching, recording, and collecting data through interviews. Documents and Findings Related to the Implementation of Tourism Strategies in Mojokerto Regency.
2. Data Reduction The data. Obtained in the field is quite large and requires careful and detailed recording. Minimizing information means summarizing, selecting the main ones, focusing on the most important, and researching themes and models. As a result, the reduced data provides a clearer picture and makes it easier for researchers to collect additional data and look for it when needed (Sugiyono, 2019).
3. Data Presentation: after the data is reduced, the next step is to display the data. When presenting data, the data is sorted and arranged in a relationship pattern to make it easier to understand. Displaying data will make it easier to understand what happened and plan further work based on what has been understood (Sugiyono, 2019).
4. Conclusion and Verification. The next step is to draw and validate the conclusion. The first proposed findings are still tentative and will change if concrete evidence is unavailable to support the next phase of data collection (Sugiyono, 2019). In this study, the researcher's initial conclusions are supported by data from researchers in different scientific disciplines. The responses from the survey results provide explanations and decisions about the survey problems studied in this survey.

4. Results and Discussion

4.1. Geographical Location

Mojokerto is one of the districts in East Java. From a geographical point of view, it is between 111° 20'13" to 111°40'47" east longitude, and between 7°18'35" and 7° 47'30" south latitude with a total area of 969,360 Km² or about 2.09% of the total area of East Java Mojokerto is bordered by other districts:

- North side: Lamongan Regency and Gresik Regency
- East: Sidoarjo Regency and Pasuruan Regency
- South side: Malang Regency and Batu City
- West: Jombang Regency

Besides that, the Mojokerto Regency area also surrounds the Mojokerto City area, which is in the middle of the Mojokerto Regency area.



Figure 1: Location Map of Mojokerto Regency

4.2. Regional Potential of Mojokerto Regency

Mojokerto Regency also has a Grand Forest Park (Tahura). Grand Forest Park (Tahura) is a nature conservation area for the natural or artificial collection of plants and animals, native or non-native species, utilized for research, scientific development, education, supporting cultivation, tourism, and recreation. The Grand Forest Park (Tahura) in the Mojokerto Regency, is part of Tahura R. Suryo. This Tahura covers part of the Pacet, Gondang, Trawas, and Jatirejo sub-districts. R. Suryo Forest Park area was appointed based on the Decree of the Minister of Forestry No. 1128/Kpts-II/1992 dated December 19, 1992, subsequently stipulated by the Decree of the Minister of Forestry No. 80/Kpts-II/2001 dated March 15, 2001 and is part of the Grand Forest Park in East Java with a total area of 24,877.7 hectares spread over Mojokerto, Pasuruan, Malang and Jombang regencies. Administratively, Tahura R. Suryo is in 4 (four) Regencies, namely:

- a) To the north, an area of 1,141.18 hectares is included in the Pacet and Trawas Districts, Mojokerto Regency In the east, covering an area of 3,600 hectares, it is included in the districts of Prigen, Purwosari, Purwodadi, and Sukorejo, Pasuruan Regency
- b) To the south, an area of 7,900.50 hectares is included in the Districts of Ngantang, Pujon, Batu, Singosari, and Karangploso, Malang Regency.
- c) In the west, an area of 2864.7 hectares is included in the Wonosalam District, Jombang Regency.

The tourist areas in Mojokerto Regency that will be developed are nature tourism in Trawas, Pacet, Ngoro, Jatirejo, and Gondang sub-districts in the form of mountainous nature tourism, historical and cultural tourism in Puri District, Trowulan sub-district, Trawas District, and Pacet District and artificial tourism—located in Kemlagi and Pacet Districts. The Duties and Authorities

of the Mojokerto Regency Tourism Office have been regulated and listed in Perbup No 72 of 2016 as follows: Article 7 The Tourism Sector has the task of assisting the Head of Service in carrying out some of the duties of the Department of Tourism, Youth and Sports include tourist attractions, tourism promotion, and tourism business services and creative economy.

Research Results in this study is aimed to find out how to implement strategies in increasing regional economic growth in the Mojokerto district to find out and reveal the marketing strategies applied by the Mojokerto Regency Tourism Office as a tourism manager in increasing the number of tourist objects in Mojokerto district. The data obtained by the researcher is using interview, observation, and documentation techniques. For informants, the interview stage was conducted with four subjects. The subject was considered to understand most of the application of marketing strategies the Mojokerto tourism office applied to increase the number of tourist objects in the Mojokerto district. The following are the informants in this study, namely: Mr. Syadilah, ST. As Head of the Mojokerto Regency tourism sector, Mrs. Mega Suciwati, SE. As Head of the Mojokerto Regency tourist attraction section, and Musholifah Ardianti, as a representative of tourists visiting Mojokerto tourist attraction. The data collection carried out on the informants above was conducted face-to-face and online. Then the results of interviews with informants will be described clearly and in detail by the researchers, namely: Implementation of Development Strategies in Increasing Regional Economic Growth in Mojokerto Regency, East Java.

1. Strategy

Product is everything a seller can offer to be consumed, noticed, used, sought, purchased, or requested by the market to meet market wants and needs (Hurriyati, 2010). In tourism, it can be interpreted how tourism attractions can bring tourism consumer satisfaction. In the tourism industry, products can be understood on two levels (Middleton, 1989 in Dharmayanti, 2013).

- a. Total tourist products, which include a mixture of the totality of products and services consumed by tourists from leaving home to returning.
- b. Products specifically include commercial products that are part of total tourism products, such as accommodation, transportation, attractions, tourist attractions, and other supporting facilities such as car rentals and foreign exchange.

Based on the results of interviews with researchers in January 2022, with Mrs. Mega as the head of the tourist attraction section of the Mojokerto Regency, where the researcher asked questions regarding the implementation of the product strategy carried out by the Mojokerto Regency Disparpora to increase the economic growth of tourist areas in Mojokerto Regency. Furthermore, Mrs. Mega, as a tourist attraction, replied:

"In selecting tourism products, we usually conduct research related to tourism favored by the wider community; then it will be continued by looking for tourism potentials in Mojokerto to be built or developed with a business cooperation agreement. Or we can also look for ready-made tours that are already popular with the community, and then we negotiate business collaborations, then we will develop the tours; usually, when we have a deal, we will provide funds for the maintenance of tourist objects, also carry out maintenance in the form of adding facilities and infrastructure that can provide benefits. comfort for tourists, so that the quality of the tour can remain good for the community to enjoy".

The head of the tourism sector, Mr. Syadilah, also explained the same thing. The researcher asked in early January 2022 regarding the product strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in the Mojokerto Regency. Furthermore, Mr. Syadilah, the Head of the Mojokerto tourism sector, answered:

"For our product strategy, we pay more attention to the comfort of visitors, cleanliness. This can make many visitors interested in traveling in Mojokerto district."

Meanwhile, according to Enggitya as the representative of the gus and yuk winners, Mojokerto Regency gave his opinion regarding implementing the marketing mix strategy to increase regional economic growth in Mojokerto Regency. The researcher asked in early January 2022 regarding the product strategy carried out by the Mojokerto Regency Disarpura to boost regional economic growth in the Mojokerto Regency. Furthermore, Enggitya as the representative of the winners of gus and yuk Mojokerto districts, answered:

"I think the product strategy being carried out is more prioritizing the quality of its products, also paying attention to the comfort of its visitors such as adding facilities and infrastructure".

Musholifah as a tourist, also gave her opinion regarding the implementation of marketing strategies carried out by the tourism office, where the researcher asked on January 5, 2022, regarding the performance of the product strategy carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Then he replied:

"I don't know much about this, but if the product is a tourist attraction, I think it is good overall."

Based on some interview excerpts from the researchers above, it can be concluded that the Mojokerto Tourism Office applies a strategy to find new products by conducting research. The potential for new tourism would be in great demand by the community and showing business collaborations with tourism owners to be further developed. Regarding the tourism object itself, the tourism office prioritizes product quality by paying attention to the comfort of every tourist by always carrying out routine maintenance every year. Care is in the form of adding facilities and infrastructure that can provide comfort to tourists, as well as repairing facilities and infrastructure that are starting to depreciate. Based on the findings of the researchers and the theory above, there are similarities between the two names. The theory states that there are two levels of products in tourism, namely Disarpura Mojokerto, which focuses more on products specifically that include tourist objects and the regional economic potential that will be offered to visitors; Disarpura has not developed the concept of total tourist product which provides for everything consumed by visitors since leaving the house until returning home.

2. Price Strategy Price

Is the amount of money charged for a product or the amount that consumers exchange for the benefits of owning or using the product? Prices in the tourism industry are uncertain because pricing is influenced by the considerations of tourist visitors and competitors' price wars. When consumers are offered something unique, high quality, and exclusive, then consumers usually do not take into account the amount of price that will be issued and the demand. Based on the researcher's interview in January 2022 with Mrs. Mega as the Head of the tourist attraction, the researcher asked about implementing the proposed price strategy by the Mojokerto Regency Disarpura to increase the number of tourist objects in Mojokerto Regency. Then he replied:

"We are implementing a price strategy more aimed at the lower middle class. This is also intended so more tourists can enjoy tourism in Mojokerto Regency."

The head of the tourism sector, Mr. Syadilah, also explained the same thing. The researcher asked in early February 2022 regarding implementing the price strategy by the Mojokerto Regency Disarpura to increase the number of tourist objects in the Mojokerto Regency. Furthermore, Mr. Syadilah, the Head of Mojokerto Tourism, answered:

"The price itself is not too expensive, according to our society's budget."

Meanwhile, according to Enggitya as the representative of the winners of gus and yuk, Mojokerto district, he gave his opinion regarding the implementation of tourism strategy development in increasing regional economic growth in Mojokerto district. The researcher asked in early February 2021 regarding implementing the price strategy by the Mojokerto Regency Disarpura to increase the number of tourist objects in the Mojokerto Regency. Furthermore, Enggitya as the representative of the winner of Gus and Yuk of Mojokerto Regency, answered:

"For the price in Mojokerto Regency tourism, it is more directed to the lower middle class to be more accessible to the wider community, meaning that the price is not very high so all people can still enjoy it."

Musholifah as a tourist who visited Mojokerto Regency also gave her opinion regarding the implementation of the marketing mix strategy carried out by the tourism office, where the researcher asked in early February 2021 regarding the performance of the price strategy carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, he replied:

"I think the price is low so I can travel with my family."

Based on several excerpts from the interviews of researchers above, it can be concluded that the price strategy applied by the Mojokerto Tourism Office is more aimed at the lower-middle-class community; with a relatively low price, it is hoped that the tourism object can reach a wider community. In addition, applying a relatively low cost means the tourism office is at risk of obtaining a relatively small profit on every ticket sold.

3. Place

Strategy Place is a combination of location and decisions on distribution channels (related to where the strategic location is and how to deliver services to customers. Based on the results of interviews with researchers in January 2022 with Ibu Mega as Head of tourist attraction, researchers ask questions regarding the implementation of the place carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. He then replied:

"We tend to choose strategic places, meaning that they are easy to reach, and the location is comfortable or cool; related to access to the location, we have also used road casting techniques. So that there are almost no more damaged roads to tourist sites."

The head of the tourism sector, Mr. Syadilah, also explained the same thing. The researcher asked in early January 2022 regarding the implementation of the place carried out by the Mojokerto Regency Disarpura to increase regional economic growth in the Mojokerto Regency. Furthermore, Mr. Syadilah, the Head of the Mojokerto tourism sector, replied:

"For places, we usually choose the target destination which has a good view, like in the Trawas area, there is a lot of potentials for tourist attractions to be established."

Meanwhile, according to Enggitya as the winner's let's representative, Mojokerto district gives his opinion regarding the implementation of strategy development in increasing regional economic growth in Mojokerto district. The researcher asked in early February 2022 regarding the performance of the place carried out by the Mojokerto Regency Disarpura to boost regional economic growth in the Mojokerto Regency. Furthermore, Enggitya as the representative of the winner of Gus and Yuk of Mojokerto Regency answered.

"For this place, if we talk about Mojokerto, it is a complex place, so Mojokerto has lowlands and highlands. So, for selecting tourist attractions, the most comfortable place to the most

strategic place is chosen. Even though the place is in the mountains, the location is not very remote; it can still be reached with the support of easy access for the community,"

Musholifah as a tourist who visited Mojokerto district, also gave her opinion regarding the implementation of the marketing strategy carried out by the tourism office, where researchers asked in early January 2022 regarding the performance of the place carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, he replied:

"As far as I know, the tourist locations are good, the scenery is good, the atmosphere is cool. The road is also good; it has been cast, so it can be easier to get to the location."

Based on some of the interview excerpts from the researcher above, it can be concluded that the place applied by the Mojokerto Regency Disarpura is quite good, with the selection of comfortable tourist attractions with a relaxed atmosphere and supported by easy access to each tourist location following the concept of distribution of tourism services related to easy access to tourist sites as a distribution channel. So that it is expected to be a stimulus for tourists who make Mojokerto a tourist destination, almost all tourist objects already have excellent road access with the construction process using a casting technique, so that access to the location can be more easily supported by beautiful natural scenery that is still maintained as one of the attractions or competitive advantage tourism in Mojokerto district. According to the sharia perspective, strategy place is not too difficult in its rules. Sharia does not prohibit wherever the place of business is located, and the most important thing is not in areas where its existence is still being debated because of ownership disputes. From the sharia perspective, it is more recommended that a company choose a place close to the target market because it can minimize operational costs and the risk of goods before they reach the market.

4. Promotion Strategy Promotion

In Islam, marketers attempt to be creative and innovative to attract new customers and retain existing customers. Promotional ethics in Islam are not allowed to abuse ethnicity, race, or religion and exploit women with advertisements, excessive use of fantasy, and use of women as objects to lure and attract customers (Abuznaid, 2012 in Asnawi & Fanani 2017). Based on the researcher's interview in January 2022 with Mrs. Mega as the Head of tourist attraction, the researcher asked about implementing the promotion strategy carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, he replied:

"We promote it through offline and online media. For offline ones, one of them is the election of GusYuk Mojokerto Regency every year. The selected tourism ambassador will then promote Mojokerto tourism through seminars or events held by the district and provincial parties. Our online promotions are usually through social media such as Instagram, what's the app, Facebook, etc.

The head of the tourism sector, Mr. Syadilah, also explained the same thing. Where the researcher asked in early February 2022 regarding the implementation of the promotional strategy carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, Mr. Syadilah, the Head of the Mojokerto tourism sector, replied:

"We usually share promotions through social media; sometimes, we also hold a kind of grand opening so that we can attract the public to visit.

Meanwhile, according to Enggitya as the representative of the winners of Gus and Yuk, Mojokerto Regency gave his opinion regarding the implementation of the marketing mix strategy to increase the number of tourist objects in Mojokerto Regency where the researcher asked in early January 2022 regarding the performance of the promotional system carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, Enggitya, as representatives of the winners, gus and yuk, Mojokerto district, answered:

"For the promotion through offline and online media, if it's offline, we do promotions directly to the community. If there are many online, it's wrong the only thing is like what we are doing now, this promotion method is us more towards the development of the times so, for now, The most widely accepted by the general public are promotions in the form of video, let's go in this one month, there must be a branding project travel at least one travel video so we will promote it via video later it can be seen more directly by the general public Again if you go through articles, there used to be articles, but for now, suitable? Reports are not effective because many people don't read. They are even more interested in videos like that.

Musholifah as a tourist visiting Mojokerto Regency, also gave his opinion regarding the implementation of the marketing mix strategy carried out by the tourism office, where the researcher asked in early February 2022 regarding the performance of the promotional system carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, he replied:

"I don't know about the promotion, and I usually look on social media like Instagram like that."

In Islam, promotions must convey information correctly, not exaggerate a product and not swear counterfeit to sell the merchandise offered. Perjury is an effort to sell their merchandise by justifying all actions or despicable ways. Based on the results of research conducted, when carrying out a promotion, Disarpura Mojokerto Regency always conveys product information correctly, does not exaggerate the product, and does not commit perjury to customers because Allah does not like people who justify all means or use destructive methods to achieve goals. Based on several excerpts from the researcher's interviews above, it can be concluded that the strategy of the Tourism Office also uses the method of installing billboards in several places that are considered strategic. This is following the objectives of advertising theory which can be classified based on the main aim of informing, persuading, or confirming. Informative advertising is often used when the industry is trying to present a new type of product. In this case, the goal is to build the primary demand. Department of Tourism, Youth and Sports (Disarpura) of Mojokerto Regency also implements promotional strategies through media offline and online. Offline methods include selecting GusYuk tourism ambassadors for the Mojokerto Regency every year. The selected Tourism ambassadors will then promote Mojokerto tourism through seminars or events held by the Regency and the Province. In addition, the tourism ambassador will also build a public bond following the theory of Kotler & Armstrong (2008), which states that public relations develop good bonds with various groups to get the desired publicity, build a good industry image, and tackle rumors, news, as well as unpleasant events. While the online strategy is carried out by promoting tourism through the media Website, Instagram, Whatsapp, etc., which is included in advertising that aims to inform, persuade, or confirm. In this case, the goal is to build the primary demand.

5. Process Strategy Process

is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, and routine matters until services are produced and delivered to customers. In the view of Islam, the process is one of the elements in the marketing mix, which is quite crucial. as marketers, we must obey Islamic principles; marketers in the sharia perspective must have some fundamental values , including honesty, justice, and responsibility, respect, openness, and community. (Asnawi & Fanani, 2017). Based on the researcher's interview in January 2022 with Mrs. Mega as the Head of the tourist attraction, the researcher asked about implementing the process strategy carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Then he answered:

"We have a coordinator in every tourist attraction, and the coordinator is responsible for everything done in each tourist attraction; the coordinator routinely provides the latest

report related to the appeal to the relevant agency and then analyzes for the future. So it can simplify the maintenance process.

The head of the tourism sector, Mr. Syadilah, also explained the same thing. The researcher asked in early February 2022 regarding implementing the process strategy carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Next, Mr. Syadilah, the Head of the Mojokerto tourism sector, replied:

"In every tourist attraction, there is a tourism coordinator, we always receive the report from the coordinator, so this tourist attraction, if there is one what happened or something happened, it must be reported to us."

Meanwhile, according to Enggitya as the representative of the winners of Gus and Yuk, Mojokerto Regency gave his opinion regarding implementing tourism development strategies to increase regional economic growth in the Regency. Mojokerto. The researcher asked in early January 2022 regarding the implementation of the product strategy carried out by Disparpora Mojokerto Regency to increase regional economic growth in Mojokerto Regency. Next, Enggitya, as representatives of the winners, Gus and Yuk, Mojokerto Regency, answered:

"This process focuses more on the coordinator of each tour, so the way the tourism office controls the business process can contact the coordinator himself, about its maintenance, about its supervision, if there are deficiencies, it can be corrected later."

Based on several quotes from the researcher interview above, it can be concluded that the Mojokerto Regency Disparpora implements a Process strategy by employing a coordinator at each tourist attraction; the coordinator is responsible for all things that are done at each tourist attraction. The coordinator routinely provides the latest reports related to the tourism object to the department, which are then analyzed in the future. This is effective because it can simplify maintaining and supervising each tourist attraction. So important is the responsibility that the Tourism Office and the coordinators must hold.

6. Strategy Physical Evidence

Physical evidence is evidence owned by the company as a service provider that is physically displayed to customers as a company effort to provide added value to customers. Physical evidence or commonly referred to as material evidence in a sharia perspective, has three parameters, including: The appearance of the company's external facilities (views, parking lots, symbols, directions, directions) is like some Muslim countries that provide shopping and bank building designs by adopting Islamic architectural works. Appearance of the company's internal facilities. The third is other physical evidence, namely legality, business cards, etc. (Asnawi & Janani, 2017). Based on the researcher's interview in January 2022 with Mrs. Mega as the Head of the tourist attraction, the researcher asked about the implementation of the Physical Evidence carried out by the Mojokerto Regency Disparpora to improve regional economic growth in the Mojokerto district. Then he replied:

"Maybe we prioritize maintenance and adding infrastructure facilities that can provide convenience to the customer; then we put it in the ad to keep visitors interested. Let's continue to see what tourists are usually searched for, and then we add them, like spots for taking selfies, for example."

The head of the tourism sector, Syadilah, also explained the same thing. When the researcher asked in January 2022 regarding the implementation strategy, Physical Evidence was carried out by the Mojokerto Regency Disparpora to increase regional economic growth in Mojokerto Regency. Next, Mr. Syadilah as Head of the Mojokerto tourism sector answered:

"So, if we manage a new tourist spot, on average, we add photo spots, mas, especially in the mountains of the region, like trawas, there are several photo spots that we add."

Meanwhile, according to Enggitya as the representative of the winners, Gus and Yuk, Mojokerto Regency gave his opinion regarding the implementation of the strategy development district Mojokerto. Where the researcher asked in early January 2022 regarding the implementation strategy Physical Evidence carried out by the Mojokerto Regency Disarpura to increase regional economic growth in Mojokerto Regency. Next, Enggitya, as representatives of the winners, Gus and Yuk, Mojokerto district, answered:

"In my opinion, the physical evidence strategy was carried out" by providing the additional infrastructure needed to offer more comfort to visitors."

Musholifah as a tourist who visited Mojokerto district also gave his opinion regarding the implementation of developing a sustainable tourism strategy carried out by the tourism office, where researchers asked in early January 2021 related to the performance of the Physical evidence carried out by the District Disarpura Mojokerto to increase the number of tourist attractions in Mojokerto district. Next, he replied:

"If it's physical evidence, maybe there's a good view; there is always a spot for selfies too."

Based on some of the excerpts from the researcher interviews above, it can be concluded that the Disarpura Mojokerto Regency applies a Physical Evidence form of maintenance and addition of infrastructure that can provide comfort to customers, which are then placed in advertising media to attract visitors. In addition, the service continuously analyzes current trends to analyze market demand, making it easier for the service to provide physical evidence that tourists want. Based on the research findings, if it is associated with the theory of Ratnasari & Aksa (2011) regarding the types of physical evidence, there are similarities between the two; namely, dysphoria tends to use essential evidence, which are decisions made by service providers about the design and layout of the company's interior and exterior. This is applied by adding selfie spots or spots to gather with family in a comfortable atmosphere. But not facilities that highlight luxury.

4.3. *Ketapanrame Village Tourism Ketapanrame*

The village is a mountainous village located in Trawas District, Mojokerto Regency. Most of the people of Ketapanrame Village make a living in agriculture, animal husbandry, and trade. The location of Ketapanrame Village is the remotest village in Mojokerto Regency which borders Prigen District, Pasuruan Regency. The distance from the village government center to Trawas District is +0.5 km and Mojokerto Regency +45 km. Ketapanrame Village is divided into three hamlets: Ketapanrame Hamlet, Sukorame Hamlet, and Slip Hamlet. The area of this village is approximately +345,460 Ha. It is known that the problems that often arise related to the population's livelihoods are the availability of inadequate employment opportunities with population development, as stated in the regional development planning of Mojokerto Regency. The thing that needs to be considered in village development is to make efforts to expand job opportunities. One of them is to build Village Tourism, or the latest is Taman Ganjaran Tourism. With the situation of the village being surrounded by villas, both family and outbound, and other tours, the development of Ganjaran Park is arguably very effective in improving the economy of the local village community.



Figure 2: Park in Trawas District

The Regent of Mojokerto inaugurated Ganjaran Park Tourism on December 8, 2018. A month earlier, on November 8, the park was launched withstand a food court. According to village officials, if the launch and inauguration coincide on the same day and date, then no progress will occur. Ganjaran Park is located on the main route Mojokerto-Tretes (Pasuruan). The origin of the name Ganjaran is from the name of the place. The place in question is the village treasury land, which has another name: reward. The land is the village treasury land which is used by the apparatus for additional salaries. In addition, since the beginning, the Ketapanrame Village apparatus has been committed even though it has not received optimal results from the land because the function value and soil fertility level are small. Finally, the village apparatus gave up the right to the community for business. Village officials hope to get a reward for this service. Therefore, at Taman Ganjaran Tourism, there is also a giant statue of compensation in it. Ketapanrame Village, Trawas District, is a village located in a mountainous area, so the cool air even during the day will add value points for the development of tourism villages. Initially, the development of the Ganjaran Park began because the Village Head of Ketapanrame wanted Ketapanrame Village to have an icon for community PAD and Village PAD. It is known that the government has the potential for village treasury land to be used by village officials, which has minimal benefit value if the total village apparatus in one year only produces +14-15 million. From this, a thought emerged to make the land a sort of rest area or game vehicle expected to increase the income of village officials and the community's economy. The concept was finally submitted to Mojokerto Regency to obtain donations. The image includes a reward park, park or swimming pool, a meeting building in front of Ketapanrame Village Hall, a rest area, a food court, and market fruit. Ketapanrame Village gets 5 billion funds from regional districts with the development plan. Finally, with these funds, village officials stipulate that the first year takes precedence over the Garden of Rewards, the second year is a waterpark or swimming pool, and the third year is a rest area, fruit market, and meeting hall.



Figure 3: Park at Taman Ganjaran Tourism

In planning and developing tourism-based villages, especially Ganjaran Park Tourism, village officials do not run alone. The parties involved in the program are the community and village officials. The village government considers this a need of the local village community, so there is no intervention from outside parties, be it the district or the private sector. Likewise, the rides in Ganjaran Park are owned by the community. These rides include playgrounds and food court rides. With this Ganjaran Park, BUMDES gets 20% of the people who participate in this park. The existence of the Ganjaran Tourism Park also begins to show changes in the community's economy.



Figure 3: Rides Area in Ganjaran Park

Inside the tourist park, there are not only rides but also a food court. There are only 16 permanent stalls or booths in the food court area. The booth is dedicated to the people of Ketapanrame Village with a rental fee of IDR 100,000/month. For the public, not the people of Ketapanrame Village, a place is still provided for street vendors who do not settle down. From this, it turns out that it causes jealousy from the people of Ketapanrame Village, so the food court area is devoted to the people of Ketapanrame Village and street vendors for the public are across the night market street. This night market is located right next to Ganjaran Park and is an area.



Figure 4: Taman Ganjaran Food Court Area

With the cooperation between the community and the village government, of course, will increase the value of points of intimacy and trust on both sides. However, community involvement is not entirely one village but representatives from several communities. Community involvement is meant by initial planning through development plan deliberation (*musrembang*), review with the community that next year will hold a specific program of activities and be agreed upon by the community. For the year of implementation, the community was re-involved in determining the involved community parties, which were formed with the TPK. TPK is an Activity Management Team selected by the Village Head with a Decree, consisting of elements of the Village Government (Head of Section/Head of Affairs) and aspects of village community institutions to procure goods and Services.

In this case, the village government is independent because the village government is the owner. The village government handed over the work actions to the TPK, and the TPK was formed from the community. The village officials play a role in determining the date for the agreed program of activities, and if there is progress, the TPK will report it to the village head. The rights delegated to the crime scene can be in the form of shopping, payment of expenditure, procurement of goods and

services, workers' wages, and search for workers. So, the TPK may require the assistance of a 3rd party. The 3rd party in question can be in the form of consultants or academics who assist in recording the budget, expenditure analysis, and building construction calculations. Then the results will be submitted during the report. The involvement of the TPK is that the TPK works on and is completed on orders from the Village Head and is reported to the Village Head. When they say to the village government, the village government also conveys the village's rights. The village delegates its authority to manage to BUMDES. In this case, BUMDES also involves youth organizations and the community. It can be said that TPK is the physical work, while BUMDES is the manager or utilization. According to the village head of Ketapanrame, the temporary Karang Taruna plays a role in helping to regulate parking and other innovations, such as managing or utilizing unused items or things. The youth groups in Ketapanrame Village are divided into several groups, the first is a productive business group, the second is a bird lover group, and the third is a tourism management group.

The village government of Ketapanrame realizes that there will be pros and cons in planning and building a program. Fortunately, the village government did not encounter any obstacles during the development process because the Village Head of Ketapanrame had said that the land to be used for tourism was the right of village officials given to the community. While realizing the Ganjaran Park, the village government did not encounter any problems, but the pros and cons occurred after the construction. This is because only a few people can take advantage of Ganjaran Park; for now, the park is considered to have incomplete facilities if it must fully accommodate the people of Ketapanrame Village. Village officials can only meet about 30% of the community, so 70% of those feel that they have not received the value of benefits from the existence of Ganjaran Park. So, village officials strive so that 70% of them also think of the presence of Ganjaran Park. Managing village potential is not only temporary if the development process but also the utilization after that. In some cases, tours that are only famous at the beginning of their inauguration often happen. Therefore, in addition, the village government, especially the Ketapanrame Village Head, has several steps for tourism in Ketapanrame Village, especially this Ganjaran Park continue to attract tourists, including the first, namely maintaining culinary, adding rides innovation, adding buffer rides, and in the planning stage, building a farmer's village as well as agricultural education. Thus, the device the town hopes that Ganjaran Park and surrounding areas will continue to attract visitors' attention so that the economy of Ketapanrame Village will slowly improve.

5. Conclusion

In Ketapanrame Village, Trawas District, the local village head knows that the village area located in the mountains has the potential to become a tourist village. So to improve the standard of living of the community, it was built Rewards Park Tour. A waterpark or swimming pool, rest area, and fruit market will also be created in the planning process. With tourism in Ganjaran Park, the village head of Ketapanrame admits that slowly the economy is getting better. Building or managing the potential of the village for tourism is not an easy thing to do. Regarding the realization process, it takes courage from the village apparatus or the village head. This is undeniable because many new tours fail to attract visitors or even terms that only attract visitors initially. Governance in developing tourism-based village potential in the village This ketapanrame is one example of how the village government can invite the community to work together to realize a common goal. From here, it can be said that village officials or village heads can give trust to a society where not all leaders can do that.

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