

JATIREJO TOURISM VILLAGE MASTER PLAN: DEVELOPMENT OF JATIREJO TOURISM VILLAGE AS AN OPPORTUNITY FOR SUSTAINABLE LOCAL ECONOMIC GROWTH

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Abstract

The utilization of current conditions by underdeveloped villages to aggressively capture the potential for accelerating regional economic growth is an interesting approach to be examined through a business-to-community system. Jatirejo Village, with significant tourism potential and strategic geographical location, is expected to transform into an integrated resource. If combined with the utilization of specific driving sectors in the village, this strategy is believed to be able to increase the Village Original Revenue (PAD) as well as the Gross Regional Revenue (GRDP) of Kulon Progo Regency. Based on this framework, this research aims to develop innovative strategies in the Tourism Village Development Priority Program. It also explores the optimal collaboration model between the community, government and private sector, and assesses the impact of community participation in the development of the master plan. Furthermore, the master plan not only fulfills the requirements for cooperation between BUMDES to obtain grants, but is also used as an evaluation instrument in determining the best model of Desa Wisata development based on various considerations. In its implementation, this research applied participatory planning methodology, emphasizing the importance of "One Voice" from all stakeholders who play a role in realizing the vision of Jatirejo Tourism Village development through the contribution of identifying tourism potential and opportunities for tourist presence. Coupled with SWOT analysis, the Jatirejo Tourism Village development master plan with a target achievement in 2027 sets development priorities in the fields of Horticultural Agrotourism, Plantation Agrotourism, and Food Crop Agrotourism. The selection of the agricultural sector as a specific driving factor is expected to be utilized further to encourage the sustainable economic growth of the village.

Keywords: Masterplan, Tourism Village, Agriculture Sector, Business-to-community, PAD and GRDP

INTRODUCTION

Jatirejo Village or administratively called Kalurahan Jatirejo is one of the villages located in Kapanewon Lendah, Kulon Progo Regency, Special Region of Yogyakarta (DIY). With a population of 6,876 people, the agricultural sector is the main livelihood because the condition of the land is generally dry land and rice fields. Kalurahan Jatirejo has an area of 635.89 hectares with land use dominated by dry land of 349.32 hectares (54.93%), land for rice fields of 102 hectares (16.04%), and land for building land of 130.46 hectares (20.51%). The use of land dominated by dry land and rice fields and the potential for agricultural agriculture causes most residents of Kalurahan Jatirejo

to work in the agricultural and livestock sectors. On the other hand, the condition of the land led to the emergence of initiatives by the government and local communities in 2016 to improve the economy by establishing a Village-Owned Enterprise (BUMDES) called

"Binangun Jati Unggul". Initially, BUMDES Binangun Jati Unggul operated in two business units, namely the production unit and the rice farming product trading unit. However, in 2020, BUMDES succeeded in expanding its earning power by opening a new business unit, namely a restaurant and tourism operating in the Bukit Cubung area. Until 2022, the opening of this new business unit has succeeded in increasing the net profit of BUMDES Binangun Jati Unggul.

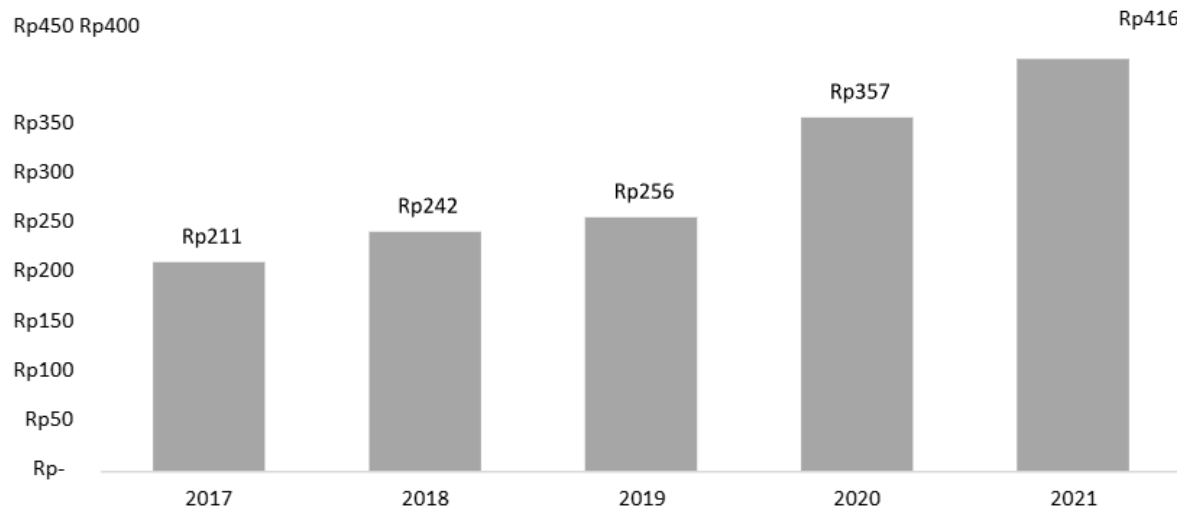


Figure 1. Net Profit of BUMDES Binangun Jati Unggul (Data in Millions) Source: Director of BUMDES Binangun Jati Unggul

Even so, BUMDES Binangun Jati Unggul wants to continue to optimize the condition of the village it owns by adding other tourism activities that are expected to reach wider tourist market demand, such as tourists from Yogyakarta International Airport (YIA) because the location of Jatirejo village is on the main route of the airport. With that, the Tourism Village masterplan will be a priority program for the development of Jatirejo tourism village in the long term with strategic tourism potential in terms of location and superior competitiveness. With that, the purpose of compiling the Jatirejo Tourism Village masterplan is to build an independent, energetic, and resilient tourism village with promising local tourism potential such as educating the community to participate in managing Jatirejo Tourism Village, building business to community cooperation, and so on. The preparation of this masterplan is the first stage in the priority program for developing tourism villages for tourism activities in Jatirejo village which is expected to increase Village Original Income (PADes) and contribute to the receipt of Gross Regional Income (PDRB) of Kulon Progo Regency. This masterplan will also be a supporting document in submitting grants to ministries or private institutions.

A study related to the preparation of a master plan was conducted by Teniwut et al (2022) in Southeast Maluku Regency with a focus on land development in the fisheries and marine sectors. Meanwhile, Randell and Martellozo (2019) observed the impact of village tourism on developed land in Tuscany, Italy. Galluzzo (2021) analyzed the impact of European Union subsidies on the development of agritourism in Romania. This study of the development of Jatirejo Tourism Village is different from previous studies, where this study focuses on the initial planning stage, namely the

preparation of the master plan. Teniwut et al (2022) and Martellozo (2019) conducted an analysis using the spatial analysis methodology using GIS software, while Galluzo (2021) evaluated the master plan document using the principal component analysis methodology using XLSTAT software. Referring to the initial objective of the study, namely to prepare a master plan, this study uses a participatory planning methodology that processes the aspirations or involvement of local stakeholders.

Based on the potential and conditions of Jatirejo village, the concept of the resulting tourist village is directed towards "Agrotourism". This is supported by the condition of the land which is dominated by rice fields, the livelihood of the population as farmers, and rice as the village's superior product. With that, the concept of "Agrotourism" will be developed as follows.

1. Horticultural Agrotourism. This concept refers to tourism activities in the form of introducing various types of horticultural plants and ornamental plants. Tourism activities that can be done are picking fruit, managing fruit, enjoying the beauty of flower plants, and others.
2. Plantation Agrotourism. This concept contains activities from nurseries, maintenance, to management and marketing. In addition, visitors can enjoy the view of the plantation land and the cool air. Plantation.
3. Food Crop Agrotourism. This concept is a tourism concept that tends to be very popular with tourists. Tourists will get a world-class experience through the introduction of food crop agricultural commodities. In addition, there are several other activities such as planting rice, picking corn, seeing soybean processing, enjoying the view of food crop fields, and others.

The target of the "Agrotourism" concept is students from kindergarten to junior high school through field trips. The implementation of the Merdeka Belajar curriculum in schools will support agrotourism activities as learning project materials. With that, a very potential demand is very possible considering the current market. In addition, the demand for visits to tourist villages is not only in Kulon Progo Regency, but is also very possible from visitors to cities/regencies throughout DIY, outside DIY, and foreign tourists.

LITERATURE REVIEW

Village Master Plan

According to Korten (2002), development is a process in which a community increases their capacity by managing resources to produce sustainable and equitable improvements in the quality of life according to their own aspirations (adapted from Mentayani, 2021). Mentayani et al (2021) emphasized that every village has the potential to support village independence. To realize this, appropriate direction and guidelines are needed in the form of a master plan development document. According to the Masterplan, it is a planning document that regulates land use development planning at the village level (Katsuary et al, 2021). The World Bank also states that a masterplan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. With this statement, it can be concluded that the masterplan aims to ensure structured development, reduce the risk of errors, and utilize resources optimally. In addition, the masterplan also ensures that rural land development does not become an urban characteristic. This is because the village has the responsibility to maintain the productivity of food crops so that land development can be carried out on condition that it does not change the land use provided. The masterplan includes analysis, recommendations, and proposals based on public involvement, surveys, planning initiatives, existing development, physical characteristics, social conditions, and economic conditions. With that, the masterplan truly becomes a strategic plan that determines the location, scale, and type of development that can occur in a particular area. Some of

the legal bases for making a masterplan are Law No. 26 of 2007 concerning spatial planning, Law No. 21 of 2021 concerning the implementation of spatial planning, and others.

The preparation of the masterplan is inseparable from community involvement. Village communities also have a role to optimize the potential of existing land in order to achieve food security, independence, and shared prosperity. Prihastha and Suswanta (2020) also emphasized that the involvement of village communities in the preparation of the masterplan can create a direction for sustainable village area development. The stages in the preparation of the tourist village masterplan can be seen in the following picture.



Figure 2. Preparation of Village Masterplan Source: Masterplan Desa, Data Processed, 2025

Tourism Village

BPS data shows that the number of domestic tourist trips in 2024 will increase by 21.61% year on year to 1.02 million trips. This indicates that the potential demand for tourists to travel in Indonesia is very large. This potential has resulted in the government trying to develop tourist villages based on natural beauty, culture, and local wisdom. This regulation is stated in the PDDT Ministerial Regulation No. 72 of 2020 which requires villages to prepare a tourist village development plan (RPDDW). The promising opportunity for tourism growth is reflected in the number of tourist villages in 2024 which increased by 31.6% year on year to 6,016 tourist villages. In preparing the RPDDW, the involvement of all stakeholders is essential. This is to ensure that the development of tourist villages is in accordance with the aspirations of the community. The development of tourist villages is also inseparable from the development of tourism products and the development of human resource capacity. Quality tourism products will attract loyal visitors. Product development must also be accompanied by the use of agile digital technology to maximize the marketing of tourist villages. On the other hand, human resource capacity development is key so that the community can be involved in the production, promotion, and sales processes. This is in line with Hermawan's statement (2016), where community empowerment is the key to the success of managing and developing tourist villages so that the program also has an impact on the community. Community participation in the development of tourist villages is implemented in the form of tourism activities designed and provided by the local community (Hulu, 2018). Local wisdom possessed by the local community can also encourage the development of tourist villages (Komariah et al, 2018).

Fasa et al (2022) stated that tourist villages are tourism products developed based on village potential, both in terms of society, nature, and culture. The development of this tourist village can

attract tourism attractions and interests in Indonesia while encouraging the realization of sustainable tourism as quoted in Law No. 10 of 2009 concerning tourism. Sustainable tourism is believed to provide direct benefits to local communities (Junaid et al, 2020). According to Junaid et al (2020), sustainable tourism is also inseparable from human resources who manage the potential and maintain the available environment. Elmo et al (2020) also emphasized that the potential of the village must be managed optimally in order to provide benefits to the community and support village management. However, villages are not merely developed into tourist villages, but must implement sustainability so that positive impacts can be felt by the community continuously. Sustainable tourist villages will be achieved if the management of village potential takes into account economic, socio-cultural, and environmental aspects. The 2025-2045 RPJMN also prioritizes sustainable development that takes into account the environment and is in line with the achievement of TPB/SDGs in all sectors, especially tourism. With that, the Regulation of the Minister of Tourism and Creative Economy No. 9 of 2021 concerning guidelines for sustainable tourism destinations was launched, which emphasizes that the central government, regional governments, and all stakeholders must be sensitive to the development of sustainable tourism destinations that emphasize the creation of socio-economic sustainability, cultural sustainability, and environmental sustainability.

Agrotourism

Agrotourism is a tourism development concept that originates from the agricultural sector and aims to increase the added value of agricultural activities and village welfare. According to Mpila et al (2020), agrotourism is a tourist attraction that utilizes agricultural businesses including agricultural technology and agricultural commodities which include maintenance, harvesting, processing, harvested results, until ready to be marketed with the aim of expanding visitor knowledge, providing recreational experiences, and business relationships in the agricultural sector, as well as increasing the added value of agricultural activities and community welfare. Bapennas stated that the criteria for an area suitable for development into agrotourism are having an agro area base, there are community activities dominated by agriculture, and there is intensive and mutually supportive interaction to facilitate agrotourism activities. The potential for agrotourism such as plantations, food crops and horticulture, livestock, and fisheries are developments that are feasible to be carried out. Mpila et al (2020) stated that there are mandatory elements in the development of agrotourism, namely A4 which consists of attraction, accessibility, amenity, and ancillary. The maximum development of agrotourism will be a promising visitor attraction in line with the back-to- nature tourist trend. In fact, various countries have utilized the development of agrotourism as an effort to diversify tourism products. According to Sulaiman et al (2017), the concept of agrotourism has profitable prospects, namely opening jobs, improving village welfare, although it may create conflict due to the dominance of agrotourism management. Even so, agrotourism remains a business that will provide a new image of the agricultural sector because of the diversification and quality improvement efforts so that it is unique.

RESEARCH METHODS

Implementation Method

This implementation method explains the stages in offering solutions offered to overcome the problems of cooperation partners, namely BUMDES Binangun Jati Unggul. The following is the expected implementation method.

Table 1. Implementation Methods of Community Service Activities

No	Type of Output	Implementation Method
1	Jatirejo Tourism Village Masterplan	Preparation of planning documents on the Jatirejo Tourism Village Master Plan. This document contains planning on potential and problem analysis, strategic issues, and priority programs for the development of Jatirejo Tourism Village.
2	National Seminar of Community Service	Submitting abstracts and Power Points and continuing with presentations at the 2022 National Seminar on Community Service Results (SNH2PM) SV UGM
3	National Journal of Community Service	Submitting the results of community service activities in the form of scientific articles to journals with the theme of community service

Source: Data Processed, 2025

Implementation Steps

The following are steps to offer solutions to overcome the problems faced by partners.

1. Conduct a field survey to map the potential for tourism activities.
2. Collect secondary data at the Jatirejo Village office.
3. Discuss with local stakeholders or partner representatives regarding problems, potentials, and strategic issues faced in developing a tourism village. Discussion forums are held at least 2 times with a total of ± 30 participants.
4. Making an analysis of the potential, problems, and strategic issues of Jatirejo Tourism Village.
5. Making a Jatirejo Tourism Village planning program that is described in the short to medium term.
6. Discuss with BUMDES Binangun Jati Unggul regarding the results of the analysis and the Jatirejo Tourism Village program that has been prepared by the UGM Vocational School team. If there are criticisms and suggestions from local stakeholders, the document can be improved.
7. Finalize the preparation of the Jatirejo Tourism Village Master Plan.
8. Preparation of final report and journal manuscript as a form of researcher accountability to UGM Vocational School.
9. Submission of report and upload of journal.
10. Submission of Jatirejo Tourism Village Master Plan.

Activity Method

The method used is the preparation of planning documents based on participatory planning, which can be interpreted that the planning documents prepared refer to ideas or suggestions from the local community. The results of the planning documents will be submitted to the BUMDES Binangun Jati Unggul to be used as the development of tourism activities. In addition, because the

data is primary data, the Jatirejo Village plays an important role in facilitating FGDs and surveys with structured interviews. FGDs are conducted to explore the potential and problems faced in the initiation of the development of Tourism Villages. FGDs involve all stakeholders of Jatirejo Village, namely the Management of BUMDES Binangun Jati Unggul, Tourism Village Managers, Pokdarwis and Jatirejo Village Officials. This FGD was conducted by inviting resource persons who are experts in tourism studies, especially the preparation of the Tourism Village Masterplan, namely Dr. John Supriyanto, MIM, a Lecturer at the Tourism Studies Study Program, UGM Postgraduate School. Based on FGDs and field survey results by looking at current conditions, the following are the potential tourism products of Jatirejo Village that are already running and will be developed.

No	Type of Tourist Attraction	Name of Tourist Attraction	Address of Tourist Attraction
1	Nature	Observation Post	Botokan RT 11 Jatirejo Lendah Kulonprogo
2	Culinary	Bukit Cubung Restaurant	Botokan RT 11 Jatirejo Lendah Kulonprogo
3	Religion	Tomb of Ki Ageng Panggung	Kutan Jatorejo Lendah Kulonprogo
4	Religion	Kyai Landoh's Tomb	Lendah RT 15 Jatirejo Lendah Kulonprogo
5	Art	Cubung Cultural Studio	Botokan RT 11 Jatirejo Lendah Kulonprogo
6	Nature	Melon and Paddy Field Picking	Jimatan, Jatirejo
7	Nature	Bike Track	Jimatan, Jatirejo
8	Agriculture	Soya Bean Processing Agro Industry	Jimatan, Jatirejo
9	Agriculture	Rice Processing Industry	Sumberejo
10	Art	Art Performances	-
11	Art	Traditional Ceremony Performances	Merti Desa (Each Hamlet), Jamasan at Makam Landoh
12	Craft	Making Jatirejo's Typical Hand-Written Batik	Jimatan, Jatirejo
13	Culinary	Mie Lethek	Sumberejo
14	Culinary	Tempe Benguk	Sumberejo
15	Culinary	Growol	Lendah
16	Culinary	Regedeg	Sumberejo, Jatorejo
17	Culinary	Emping Mlinjo	Tegalsari, Jatisari, Bonosoro, Wonogiri
18	Culinary	Kethak Manis	Jimatan
19	Culinary	Legen	Jatirejo

Table 2. Potential of tourism products Source: Data Processed, 2025

1. Observation Post. At the top of Cubung Hill, tourists can see the view of the rural atmosphere of Jatirejo Village from a height. From above, visitors can see beautiful scenery decorated with shady trees, a large field, and the Bukit Cubung restaurant. The hill provides a wide expanse of air area equipped with a large parking area.
2. Bukit Cubung Restaurant. Bukit Cubung is the name of a white limestone hill that used to be overgrown with datura plants, located north of the Jatirejo Village office. To drive the community's economy and develop the creative economy in Jatirejo Village, through its business entity, BUMDES Binangun Jati Unggul, it has transformed Bukit Cubung, which used to be less productive land, into one of the tourist attractions in Jatirejo Village. Bukit Cubung restaurant and tourism became the third business of BUMDES Binangun Jati Unggul which was opened on December 1, 2020. Bukit Cubung then became one of the tourist destinations on the southeast side of Kulonprogo which was developed by promoting the local culture of the community which offers a quiet rural open natural atmosphere with surrounding hills and trees. The selection of the building form in the form of a pendopo limasan, food and beverage menus (ingkung sego wiwitan, tempe benguk, legen cubung) to the batik lurik clothes worn by employees of the Bukit Cubung restaurant and tourism is a harmony that is tried to be created so that it becomes a unique characteristic that attracts visitors. Various supporting facilities are provided to provide comfort for visitors. Such as toilets, prayer rooms, wifi, toilets, and free karaoke.
3. Tomb of Ki Ageng Panggung. Ki Ageng Panggung is one of the descendants of the Majapahit Kingdom, namely the grandson of Prabu Brawijaya IV. Ki Ageng Panggung's real name is Wasisworo or Kriyo Jiwo. The name Panggung is one of the kyai who preached religion from stage to stage using the wayang beber media. Ki Ageng Panggung is very skilled in making macapat so that in carrying out Islamic religious preaching, the advice is made in the form of a mine (singing). The tomb of Ki Ageng Panggung is located in Kutam Hamlet, Jatirejo Village, Lendah District, Kulon Progo Regency, Special Region of Yogyakarta. It is said that the origin of Ki Ageng Panggung's tomb in Kutam Hamlet is because in ancient times Kyai Panggung and Ki Cokro Joyo threw a pebble. Where later the pebble would become his tomb. At that time, Ki Ageng Panggung was tasked with throwing the pebble and Ki Cokro Joyo was tasked with finding traces of the place where the pebble fell. In several areas, many relics or tombs of Ki Ageng Panggung have been found, but it is believed that the real tomb of Ki Ageng Panggung is in Kutam Hamlet, precisely in Punthuk Pereng.
4. Kyai Landoh's Tomb. Kyai Landoh's real name is Saridin. Kyai Landoh lived in the era of the kingdom of Sultan Agung Mataram. Kyai Landoh has the title of Syekh Jangkung. The title was given by Sunan Kalijaga because he had long steps (long = tall in Javanese). Kyai Landoh's tomb is located between the hamlets of Jatirejo and Lendah, Jatirejo Village, Lendah District, Kulon Progo Regency. Kyai Landoh's tomb is in Lendah because at that time Kyai Landoh spread religion through preaching to Lendah. Kyai Landoh's tomb is indeed found in various places. This happens because people who are concerned, meditate, cleanse themselves, that is where their charisma is given by Allah SWT.
5. Cubung Cultural Studio. This studio is located around Cubung Hill where it is used as a facility for practicing karawitan, Javanese gamelan, dancing, practicing every Tuesday night, the participants are usually men and women.
6. Melon and Paddy Field Picking. Melon and Paddy Field Picking is seasonal. The land used for melon and paddy field picking is cultivated alternately with rice and secondary crops. Melons are planted from April to September.

7. Bike Track. This bike track is a road in the middle of the rice fields, supported by beautiful scenery (rice fields). Especially during the rainy season by seeing the view of green rice fields and if in the afternoon you can see the sunset.
8. Soya Bean Processing Agro Industry. The manager for the soya bean processing agro industry is Mekar Mas. Here, the processing is carried out to enter the factory. Production is carried out to enter from farmers, processed, then enter the factory. The soybean yield is 390 tons per year. In Jatirejo there is land and financing from Unilever, up to IDR 2 billion. The packages offered for this tourist attraction are in the form of study tours, comparative studies or field trips.
9. Rice Processing Industry. Managed by BUMDes Jatirejo. Management of paddy into rice, in the process every year we take paddy from farmers in the fields. From the paddy that is still wet, there is open machine management in the factory then milled. With the existence of BUMDes, there are no more middlemen.
10. Art Performances. Art performances consist of reog, karawitan, tayub, jathilan, oglek, and ketoprak. Reog is one of the traditional dance arts found in Jatirejo village. In reog art, there are dancers and musicians. The dancers play characters in the puppet story which are divided into several roles such as knights, monkey troops, and giants. Each character played in this reog puppet has its own characteristics in its movements. When playing the reog art, dancers wear costumes and make-up. The make-up used in the reog performance uses character make-up. Character make-up is presented to support the dancers so that the characters played look real. Usually reog performances are held in an open place and there is a small stage for accompanying musicians. Karawitan is a gamelan art and vocal art with selendro and pelog tones. The term karawitan comes from the Javanese word rawit which means smooth and soft. in the macapat karawitan song it is referred to as a subtlety of character that penetrates the heart. Tayub is essentially a series of religious ceremonies and aims to ask for safety from God Almighty as an expression of gratitude. The word tayub comes from the word Tata which means orderly and guyub means harmonious. Thus, Tayub means a form of dance that is arranged in an orderly manner so as to create harmony and unity. Jathilan is one of the traditional arts. Jathilan comes from the Javanese sentence "Jaranne jan thil-thilan tenan," which if translated into Indonesian means "the horse really dances irregularly". Jathilan dance artists are not limited to men, there are also women. Oglek is a traditional art that is performed in groups with a total of 4 dancers, 1 pawang, and 6 pengrawit. The dancers wear iket kepleng, jarik sampit, urang celana panji riding kuda kepong, and use bamboo weapons then dance to the rhythm of the gamelan rhythm. Ketoprak is one type of folk performance that has a combination of elements of dance, voice, music, literature, drama, and others. But overall the most prominent element of drama. The name ketoprak is taken from the accompanying instruments that use mortars, seluring, Terbang, and kendang. These musical instruments will produce the sound "dung dung prak prak" so it is called ketoprak.
11. Traditional Ceremony Performances. Traditional ceremony performances consist of Merti Desa, Wiwitan, Witoni, Selapanan, Kenduri, Ruahan and Jamasan, and Kirab Pusaka. Merti Desa has the meaning of a symbol of gratitude from the community to the Creator for the gifts given. Merti Desa is carried out routinely once a year. Merti Desa is also called the term Bersih Desa. Wiwitan is a culture of serving sego wiwit dishes carried out by farmers before the harvest begins as a form of gratitude to God Almighty who has provided sustenance. Sego wiwit consists of ingku, rice, urap, gepeng chili sauce, terasi chili sauce, garit chili sauce,

and peyek sger, boiled eggs, salted fish, and fresh vegetables. Mitoni is a tradition in Javanese culture which means carrying out traditional ceremonies in the seventh month of pregnancy so that the fetus in the womb and the prospective mother are healthy. The stages of mitoni include sungkeman, egg-breaking shower, cutting janur, brojolan, breaking coconut, changing clothes, selling cendol or rujak, and cutting tumpeng. Selapanan comes from Javanese which means 35 days. Selapanan is interpreted as one of the traditions carried out on babies who have reached the age of 35 days. The Selapanan tradition is a reminder that the child has grown older which means that the child has experienced a change both physically and mentally. Kenduri or often called genduren is a gathering event held by residents who have a wish by inviting relatives or neighbors to participate in praying that everything that is desired will be granted by God Almighty. Ruwahan is one of the Javanese traditions usually carried out in the month of Ruwah or Sya'ban. The month of Ruwah is one month before the month of Ramadan. The ruwahan tradition has a unique way in each region. Jamasan is a tradition of washing heirlooms. The Jamasan tradition is carried out by washing the heirloom with flower water by the caretaker of the tomb because the heirloom being washed is an heirloom from Kyai Landoh. After being washed, the heirloom is then given oil and dried. After the Jamasan tradition is finished, usually during the day a procession is held. The procession is carried out by carrying the two heirlooms belonging to Kyai Landoh plus the handwritten Quran manuscript of Kyai Landoh being carried around the village with a distance of about 3 km.

12. Making Jatirejo's Typical Hand-Written Batik. Batik is a patterned cloth that is specially made by writing or applying wax on the cloth and then processing it in a certain way or commonly known as batik cloth. Based on its etymology and terminology, the term batik comes from Javanese which is a series of words "amba" which means wide or broad and "tik" which means dot. Batik Kembang Jati is a typical batik of Jatirejo Village which was created based on the uniqueness of Jatirejo Village, namely teak trees. Kembang jati (teak flower) is taken as a typical jatirejo motif because of the fertile growth of teak trees (as the name jatirejo suggests where teak is taken from teak trees while rejo means fertile). The kembang jati batik motif is also combined with teak leaves and geblek renteng typical of Kulonprogo. Plants that used to be widely found in Jatirejo.
13. Mie Lethek. Mie Lethek is made from tapioca flour. The color of Mie Lethek is indeed not like noodles in general. Mie Lethek has a brownish color so people call it mie letheek which means dull or dirty. Mie letheek is usually made into a magelangan menu, fried noodles, and boiled noodles. This noodle center is open at night and can be a family culinary choice.
14. Tempe Benguk. Tempe benguk is one of Kulon Progo's specialties. It is called tempe benguk because it is made from benguk, which is produced by the koro benguk plant. Benguk is then processed into tempeh with a process like making soybean tempeh in general. The tempeh is then cooked in coconut milk. The characteristic of tempeh benguk in Jatirejo has a sweet, savory taste and a soft texture. Cooked tempeh benguk can last for approximately 24 hours at room temperature. Perfect to be enjoyed in the morning as a snack with hot tea or coffee.
15. Growol. Growol is one of Kulon Progo's specialties made from cassava as the main ingredient. Growol tends to have a bland taste with a little savory taste that comes from the texture of the cassava flavor. There are two variants of growol in Jatirejo, namely growol with a tough (tough) texture and pero (soft). These variations arise because there are differences in the manufacturing process. If growol with a tough texture is not ground first but is steamed directly. While growol with a pero texture uses cassava that has been soaked

then ground first and then steamed. The good quality of Jatirejo's typical growol means that it will not fall apart when fried.

16. Regedeg. Regedeg is known as binggel and Orong-orong Gotong. It is a typical food of the Kulon Progo community, including Jatirejo. Regedeg, which is often also called Sate Gunung, is made from cassava that has been ground and mixed with coconut, seasoned and then fried and given a skewer in its packaging. Its savory taste, light and affordable price make Regedeg one of the foods that are always sought after.
17. Emping. Emping is a type of Indonesian snack or snack in the form of crackers made from melinjo or belinjo seeds (*Gnetum gnemon*). Emping has a slightly bitter taste. Emping is available on the market in various flavors, such as plain (original), salty, spicy or sweet, depending on the addition of salt or sugar caramel. The process of making emping traditionally has several stages. Initially, the melinjo seeds are peeled from their skin first, then put in a clay/iron pan filled with fine sand, then turned on the fire, wait for approximately 5 minutes (according to the size/temperature of the fire) then separate the inner seeds from the hard skin of the melinjo, then placed on a flat and smooth wood so that it is easy to move, after the moving process is carried out, then dried in direct sunlight so that it dries quickly.
18. Kethak Manis. Kethak manis is a traditional snack from the past that still lives today. As the name suggests, Kethak comes from 'kethak' or processed coconut that is cooked. In order for the processed coconut to be cooked. In order to be sweet, the kethak that is already in the form of chunks must be crushed (grated) first and then put into the Javanese sugar mixture. Cooked over medium heat for about an hour and then cooled. After the kethak mixture has cooled, the kethak is then formed into balls or according to taste to then be marketed. Cheap and delicious. Part of the ancestral heritage that has not yet died out.
19. Legen. Legen comes from the root word legi (Javanese) which means sweet. Legen is made from coconut sap. Coconut sap is a clear liquid that comes out of coconut flowers. In the process of collecting coconut sap, farmers usually climb coconut trees and cut young stems from coconut flowers to collect the sap and then leave it overnight. In this process, no sugar or sweetener is added because the drops of water from the coconut flower tendrils are already sweet. Coconut sap is the result of the extraction of sap by craftsmen and then cooked by boiling. Coconut sap can also be made into Javanese sugar or legen.

Based on the table of potential tourist attractions above, the number of potential tourist attractions is the largest in Botokan hamlet, which is 6 tourist attractions. The second largest hamlet is in Sumberejo and Jimatan, each with 3 potential tourist attractions, the third is Jatirejo and Lendah hamlets, each with 2 potential tourist attractions. The type of tourism in Jatirejo Village is dominated by culinary tourism, namely there are 8 potential culinary tourism attractions, namely letheke noodles, bengok tempeh, growol, regedeg, mlinjo chips, sweet kethak, legen, and Bukit Cubung restaurant. The second largest type of tourism is nature tourism, namely the Bukit Cubung observation post, melon picking, bicycle tracks, and rice fields. The third largest type of tourism is arts tourism such as performing arts, Cubung cultural studios and traditional ceremony performances. However, there are several problems that are obstacles to the development of Tourism Villages which are presented in the following table.

Table 3. Problems of Tourism Villages

Accessibility	Attractions	Amenities	Others
There is no bike track yet	There are no attractions that are the main attraction of the tourist village at any particular period	6 homestays in Sumberejo with 1 room priced at Rp500,000 per month. Limited room availability so new homestays are needed	The Kyai Landoh Tomb Spot is held by the caretaker, while management is limited because the caretaker does not want to be involved. The Pokdarwis Institution does not have a decree indicating individualistic interests in wanting to control the Kyai Landoh Tomb Spot
Road accessibility for car drivers is still limited at several tourist spots	There are no photo spots or attractions for promotion on social media content	Parking space is limited and limited	Human resources are limited so tourism related training is needed
		There are no promotions related to homestays yet	The hygiene of some culinary tours needs to be improved

Source: Data Processed, 2025

The analysis tools used in compiling the Jatirejo Tourism Village masterplan are SWOT analysis and descriptive statistics. This methodology is considered appropriate to be used to explain the conditions of strengths, opportunities, challenges and weaknesses in the development of tourism villages through the preparation of the Jatirejo Tourism Village Masterplan.

Evaluation

This community service program will be evaluated by assessing the results of the tourism village planning document between BUMDES Binangun Jati Unggul and the UGM Vocational School. If there are things that are not right, they will be immediately corrected by the researcher.

RESULTS AND DISCUSSIONS

Concept of Jatirejo Tourism Village

Community service activities in Jatirejo Village, Lendah Subdistrict, produced a master plan document that includes analysis of potential problems and priority development programs. This section will describe the priority programs for developing the Tourism Village. The following are elements included in the development of the Jatirejo Tourism Village.

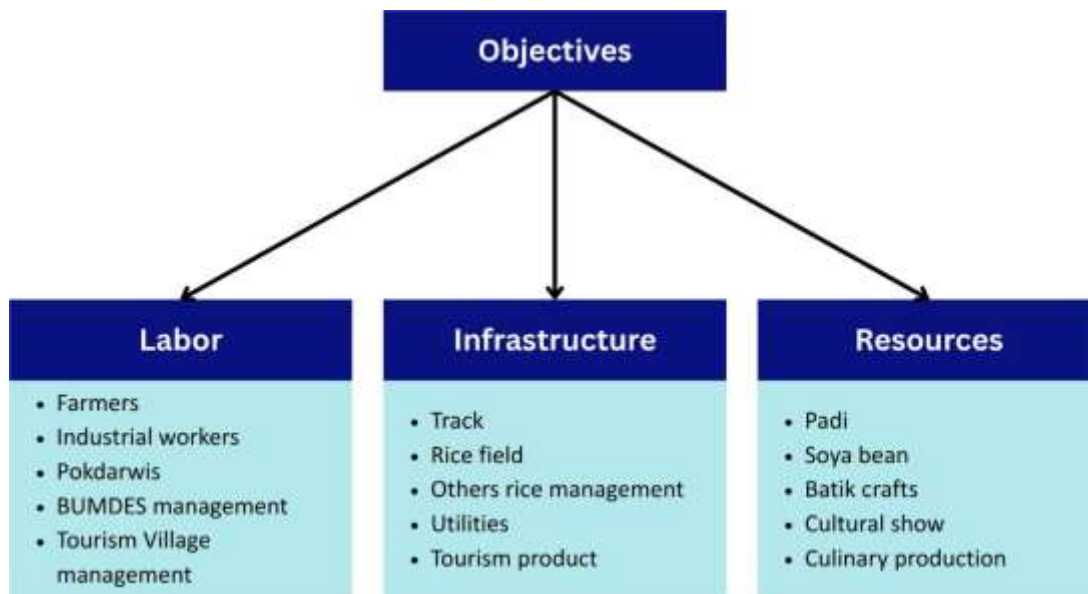


Figure 3. Jatirejo Tourism Village Development
Elements Source: Data Processed,
2025

Based on the potential and conditions in Jatirejo Village, the concept of Tourism Village is directed at "Agrotourism" or focuses on agricultural tourism. This is supported by the vast agricultural land in Jatirejo Village, the dominance of the population's work as Farmers, and the village's superior product is Rice. The scope of "Agrotourism" that will be developed in Jatirejo Village includes the following:

1. Horticultural Agrotourism. Tourism to introduce various types of horticultural plants and ornamental plants. Horticultural plants include fruits and flower gardens. This tourism can be in the form of picking fruit, processing fruit, enjoying the beauty of flower gardens, etc.
2. Plantation Agrotourism. Tourism can be in the form of nursery activities, maintenance to management and marketing, in addition visitors can enjoy the natural scenery of the plantation and cool air.
3. Food Crop Agrotourism. This tourism is very popular with visitors. Visitors are introduced to agricultural commodities of food crops. The forms of tourism that can be offered include planting rice in the fields, picking corn, seeing soybean processing, enjoying the scenery of food crop fields, etc.

On the other hand, for fisheries, forestry, and livestock agrotourism, it cannot be developed because there is no potential for fisheries, forestry, and livestock in Jatirejo Village. The following are supporting tourist attractions to realize "Agrotourism" that have been and will be developed by the Jatirejo Tourism Village management:

1. Agro Industry for Processing Soya Beans into Soy Sauce. The type of soybean used is malika soybeans. This industry has been supported by the existence of a mini factory.
2. Rice Processing Industry. This activity is supported by the existence of BUMDES which manages the agricultural products of the village community with the equipment owned to packing

products and selling products at the BUMDES trading unit. This sale has been carried out both online and offline.

3. Food processing. This activity includes the Mie Lethek Sales Center, Making Benguk Tempe, Making Growol, Making Regedeg, Making Emping Mlinjo, Making Sweet Kethak, Making Legen. This processed food production activity is carried out from residents' homes in the form of home industry.
4. Field trips. This activity such as picking melons, planting rice seedlings, etc.

The target of developing the "Agrotourism" concept includes kindergarten to junior high school students in the form of field trips. With the implementation of the Merdeka Belajar curriculum in schools, the direction of educational development by visiting agrotourism locations is very possible to become student project material in schools. With that, the market demand prospect is actually very large and quite promising. Not only in the Kulon Progo Regency area, this concept can be offered to all regencies/cities in the DIY Province and outside the DIY and it is also very possible to be offered to foreign tourists.

SWOT Analysis

The following are the results of the SWOT analysis of the conditions in Jatirejo Village. This SWOT analysis includes strengths, weaknesses, opportunities and challenges in the development of Jatirejo Tourism Village.

Table 4. SWOT AnalysisSource: Data Processed, 2025

Key Point	Description
Strength	● The enthusiasm of the BUMDES team in encouraging the realization of Jatirejo Tourism Village ● Availability of rice processing industry ● Potential for soybean processing
Weakness	● There is a potential supporting tourism object, namely the Tomb of Kyai Landoh, but the caretaker is 'closed' to the planning of the Tourism Village, does not want to be involved ● Limited human resource capacity, still requires a lot of self-development training ● The availability of supporting facilities is still limited
Opportunity	● CSR potential in developing tourist villages such as BPD Bank, PT Unilever, etc
Threat	● The topography of the village is hilly and stretchy

Priority Development Program

The priority program for developing Jatirejo Tourism Village refers to the results of FGD, field surveys, and mapping of potential and problems in Jatirejo Tourism Village. The following is the priority program for developing Jatirejo Tourism Village in the medium term that will be carried out to achieve the vision and mission of Jatirejo Tourism Village.

Table 5. Jatirejo Tourism Village Development Priority Program

No	Program	Activity	Objective	Target
Fiscal Year 2023				
1	Developing supporting tourist attractions	- Formation of the Tourism Village Management Cooperation Section	- Developing business to community system cooperation	- Tourism village manager
2		- Counseling from the Pokdarwis Institution to the community regarding tourist villages	- Educating the community to participate in managing Jatirejo Tourism Village	- Jatirejo Village Community
3		- Construction of a bathroom for a camping ground	- Providing adequate tourism support facilities	- Jatirejo Village Visitors
4		- Construction of Cubung Hill Lookout Post	- The construction of the Bukit Cubung observation post with a view to the South Sea	- Tourism village manager
5	Developing superior quality rice products	- Opening of cooperation for field trip activities	- Targeting mass tourism such as kindergarten to junior high school students for field trips to tourist villages	- Kindergarten to middle school students who are interested in field trips
Fiscal Year 2024				
6	Developing supporting tourism products	- Increasing the capacity of tourism village managers	- The quality of human resources management has increased	- Tourism village manager

7	Developing Malika soybeans through a permaculture scheme	-	Malika seed development	-	Get superior Malika seed varieties	-	Malika soya bean farmer
8		-	Strengthening cooperation with partners to	-	Exploring cooperation for the construction of a	-	Soya bean processing

			create a soya bean processing plant	soybean factory which will then be opened for field trips	industry (E.g: PT. Unilever)
9	Developing superior local MSME products	-	Making DED for UMKM product showroom	- Preparation of DED for the location of the UMKM product showroom in the Bukit Cubung area	- BUMDES Management
Fiscal Year 2025					
10	Developing supporting tourism products	-	Addition of homestay	- Increasing housing capacity by empowering local communities	- Jatirejo Village Community
11		-	Making a bicycle track through the rice fields	- Developing a bicycle track for rice field exploration activities	- Tourism village manager
12	Developing Malika soybeans	-	Making DED for soybean factory	- Developing soya bean agrotourism activities	- Soya bean processing industry (E.g: PT. Unilever)
13	Developing superior local MSME products	-	Construction of a showroom for MSME products in the Bukti Cubung area	- The construction of a display space for MSME products located in the Bukit Cubung area	- Soya bean processing industry (E.g: PT. Unilever)
Fiscal Year 2026					
14	Developing Malika soya beans	-	Soya bean factory construction	- Construction of a soybean processing factory in Jatirejo Village	- Soya bean processing industry (E.g: PT. Unilever)
15	Developing supporting tourism products	-	Revitalization of the camping ground in the Bukit Cubung area	- Arrangement of the camping ground in the Bukit Cubung area to accommodate mass community activities	- Soya bean processing industry (E.g: PT. Unilever)

16		- Development of cultivated rice fields for melon picking activities	- Creating a melon picking destination in Jatirejo Tourism Village	- Melon farmers and tourism village managers
Fiscal Year 2027				
17	Developing supporting	- Construction of an open kitchen for MSME	- Establishment of an open kitchen for live	- BUMDES Management
	tourism products	products in the Bukit Cubung	production of UMKM products	

Source: Data Processed, 2025

CONCLUSION

Based on the existing potential, the concept of Tourism Village that will be developed is "Agrotourism". Jatirejo Village, which is located on the edge of the South Java Cross Route, has great potential to develop into a new destination in Kulon Progo Regency, especially the destination of tourists visiting Yogyakarta International Airport. The advantages in terms of location supported by the development of MSMEs, the development of prospective tourism products, and the existence of the Bukit Cubung Restaurant are expected to be able to provide success in the development plan for the Jatirejo Tourism Village. In addition, training and assistance are needed for the management of tourism villages, branding, and marketing both online and offline. The following are suggestions given by researchers to maximize the development of the Jatirejo Tourism Village.

Table 6. Suggestions for the Development of Jatirejo Tourism Village

Aspect	Suggestion
Accessibility	● Provide directions to Jatirejo Tourism Village, starting ● from the South Java Cross Route and Purworejo- Jogja Road. ● Improve road access to UMKM and tourist spots.
Amenities	● Provide adequate supporting facilities at tourist spots, such as toilets and prayer rooms. ● Provide homestay facilities for tourists.

Attractions	● Create a regular schedule of art performances as one of the attractions of Jatirejo Tourism Village, can establish cooperation with the Cultural Service of Kulon Progo Regency. ● Make promotions to the community and community to visit Jatirejo Tourism Village.
Other	● Creating a Tourism Village governance, the operation of the tourism village is carried out by a structured team, not just one person's initiative. ● Increasing the capacity of human resources in tourism activities for Jatirejo Tourism Village.

Source: Data Processed, 2025

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