

## Community Empowerment Through Ecotourism Development of Grogolan Lake, Ngunut Vilage

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### ARTICLE INFO

Date of entry:  
*2 February 2023*  
Revision Date:  
*14 February 2023*  
Date Received:  
*16 February 2023*

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### ABSTRACT

Grogolan Lake ecotourism was initiated to save Grogolan Lake as one of the major water sources which play a vital role in Agriculture and various other sectors in the Bojonegoro area, with another aim to empower the community around natural attractions. The Wana Abadi Tourism Awareness Group (POKDARWIS) has introduced the concept of Grogolan Lake Ecotourism and the *Ngintir Nang Kali Grogolan* for the economic development the residents of Ngunut Village. Implementing the Community Partnership program is intended to help solve some of the problems currently faced by POKDARWIS Wana Abadi, namely management problems and marketing problems in ecotourism development. The solutions offered to solve this problem include assisting in the preparation strategic plan of POKDARWIS Wana Abadi, pioneering outbound education, developing ecotourism educational tours, developing ecoprint educational tours, and social media-based ecotourism marketing assistance to make Grogolan Lake and River Ecotourism become a leading tourist destination in the Bojonegoro city. The results of implementing a series of community partnership programs include formulating the Statute Documents of Wana Abadi Organizations, increasing interest in visiting Grogolan ecotourism through offering outbound tours and ecoprint educational tours, and implementing a social media-based tourism marketing strategy.

Keywords: Ecotourism, POKDARWIS Wana Abadi, Grogolan lake, Ngunut Vilage.



Cite this as: Safii, A. A., Rahayu, S., & Amrina, H. N. (2023). Community Empowerment Through Ecotourism Development of Grogolan Lake, Ngunut Vilage. *Empowerment Society*, 6(1), 17-25. <https://doi.org/10.30741/eps.v6i1.956>

## INTRODUCTION

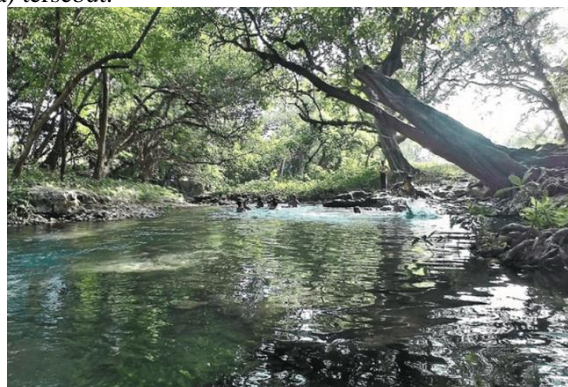
Over the past few years, especially in the 2000s, massive illegal forest exploitation has occurred in forest areas in the Bojonegoro region. Dander District is an area that has experienced the worst deforestation due to illegal logging. According to BKPH Dander District (2011), the forest area of 11,836 ha in the Dander Bojonegoro sub-district between 2000 and 2010 had shrunk to only 6,994 ha a result of forest logging and uncontrolled opening of new agricultural land.

Flash floods, erosion and landslides are a chain effect that threatens society due to deforestation. However, behind the various disasters that often threaten the community .in the near future, there is a long-term threat related to this, namely the danger of drought due to the drying up of water sources located in forest areas (Imran, 2012). With the decreasing number of tree roots that hold back the flow of water, which should be retained in the ground and collected in various water sources to have flowed continuously to various rivers. Instead, the water will flow directly without any restraint resulting in flash floods and landslides (Muttaqin et al., 2011).

The Grogolan spring is one of the major water sources in the Dander sub-district. Located precisely in the village of Ngunut, Dander District, the water source supporting various needs such as agricultural irrigation and drinking water for the people of Bojonegoro has also experienced a decrease in water discharge from time to time as a result of deforestation.

Since 2017, to save water sources in the Bojonegoro Regency area, the community and the Regency Government have also made various efforts (Satria, 2009). ne way is by revitalizing water sources and the surrounding forest areas. In the village of Ngunut itself POKDARWIS (Kelompok Masyarakat Sadar Wisata) Wana Abadi has been formed to save the Grogolan Lake water source. Where besides aiming to save the Grogolan Lake and Grogolan River Water Sources, the formation of the community group also aims to empower the community and create opportunities to increase the community's economy based on nature tourism with Grogolan Lake and River tourism objects in Ngunut village.

Penanaman kembali berbagai pohon disekitar Telaga dan Sungai Grogolan dilakukan POKDARWIS Wana Abadi, dan kemudian dikembangkan sebuah wisata alam berbasis *ecotourism* Telaga dan Sungai Grogolan untuk terus menjaga dan meneruskan berbagai pelestarian lingkungan yang telah diupayakan. Dimana tujuan lain dari dikembangkannya wisata alam juga diharapkan memberikan peningkatan perekonomian bagi masyarakat Desa dengan penduduk sekitar 4116 Jiwa (2003 Kepala keluarga) tersebut.



**Figure 1. The Grogolan Springs**

The chairman of the Ngunut Village POKDARWIS explained that in order to realize Grogolan Lake and River nature tourism, POKDARWIS has actively introduced Grogolan Lake and Tube Caving.

POKDARWIS is also trying to complete tourism facilities and infrastructure for Grogolan Lake and River tourism, such as rowing boats, canoes, life jackets, and life jackets.



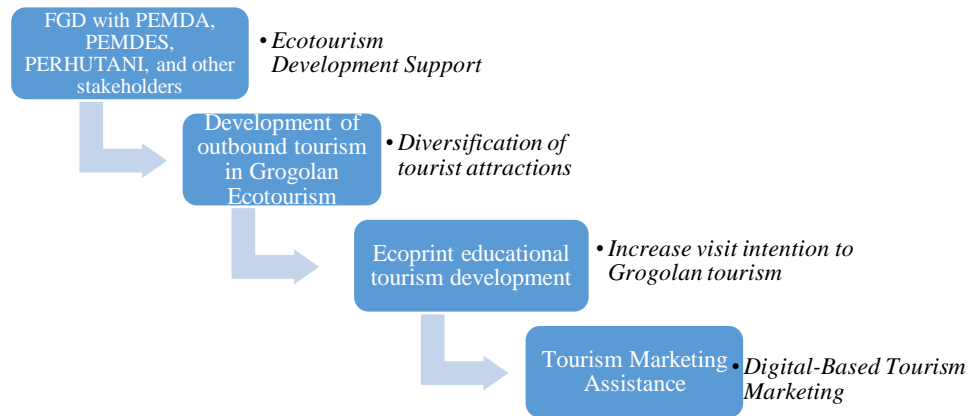
**Figure 2. Tubing at Grogolan River**

POKDARWIS Wana Abadi has succeeded in bringing Grogolan Lake tourism and Ngintir Nang Kali Grogolan to become one of the leading tourist destinations in the city of Bojonegoro, the highest number of visitors ranked 3rd in 2018. POKDARWIS Wana Abadi faces various problems in developing Grogolan Lake natural tourism, starting with problems with the quality of human resources, marketing, and organizational issues. The Covid-19 pandemic has also had a massive impact on tourism development efforts. The pandemic has caused several tourist areas, including the Grogolan Lake tour, to be forced to close in the context of implementing restrictions on community activities to prevent transmission of the Coronavirus.

Based on initial discussions with the chairman of POKDARWIS, the problem faced in developing Grogolan Lake and River ecotourism is that readiness is still very minimal with facilities and infrastructure that are still simple, as well as various crucial issues, such as marketing and organizational management of Grogolan spring tourism developers.

## **METHODS**

The implementation of the Community Partnership Program (PKM) in Ngunut village is expected to be a way to solve the problems faced by the community, which is partners in program implementation. From the problems previously described, Management Aspects and Marketing Aspects are a top priority to be solved in the PKM program in the Grogolan Lake and River Ecotourism Development Group, Ngunut Village, Dander District. For this reason, the implementation of this community empowerment program offers several activities to solve the problems faced by POKDARWIS Wana Abadi in developing Grogolan ecotourism, summarized in the flowchart of activities as shown in Figure 3.



**Figure 3. Flowchart of Community Service Activities in Grogolan Springs Ecotourism**

The implementation of the Community Partnership Program (PKM) in Ngunut village is expected to be a way to solve the problems faced by the community, which is partners in program implementation. From the problems previously described, Management Aspects and Marketing Aspects are a top priority to be solved in the PKM program in the Grogolan Lake and River Ecotourism Development Group, Ngunut Village, Dander District. For this reason, the implementation of this community empowerment program offers several activities to solve the above problems, including:

1. Focus Group Discussion with Grogolan Lake Ecotourism Development Stakeholders.  
The workshop was intended to explore and clarify the position of POKDARWIS Wana Abadi. The workshop was held by inviting the Local Government of Bojonegoro, Ngunut Village Government, Perum Perhutani KPH Bojonegoro, and other related parties. The workshop aims to discuss Licensing and Cooperation Systems according to regulations in tourism management between PERHUTANI as the land owner. The workshop also aims to explore the potential for development assistance from PEMKAB and PEMDES Ngunut, Retribution by the Tourism Office so that the entrance fee and Grogolan River Tube Caving tour rates can be formulated. Organizing workshops have proven to be effective in bringing together the potential of various interested agencies to support the development of community empowerment. (Anom et al., 2016; Safii et al., 2022).
2. Development of Outbound Education at the Grogolan Spring, Ngunut Village  
The development of Outbound Education is expected to become a variety of tourist attractions to attract more visitors to the Grogolan Ecotourism of Ngunut Village.
3. Development of Ecoprint Educational Tourism.  
Ecoprint education, aimed primarily at students, is also expected to increase visits to Grogolan ecotourism by cooperating with educational visit packages with various schools.
4. Social media-based marketing training and assistance.  
Marketing and promotion aspects are priority issues to be resolved through the implementation of this community partnership program. Limited resources, finance, and knowledge have resulted in no structured promotion to introduce Grogolan Lake ecotourism. Social media-based marketing in the PKM program is carried out by creating creative content in the form of flyers and videos to market tourism for various tourist attractions in Grogolan ecotourism.

## RESULTS AND DISCUSSION

Grogolan Ecotourism is a spring tourism destination located in the forest area of the Bojonegoro KPH area, which has so far offered several rides originating from two natural springs that flow throughout

the year in the area. The water source produces the river flow.. Kelompok sadar wisata (POKDARWIS) Wana Abadi hen manages the 250-meter-long river into a vehicle that has become a tourist attraction. The implementation of this community service aims to provide solutions and assistance to managers in developing Grogolan Lake ecotourism with the ultimate goal of contributing to the welfare of the people of Ngunut Village.

### **Grogolan Lake Ecotourism Development Meeting.**

the purpose of holding deliberations is to describe and explain various aspects of a particular problem/topic and share them with those who need information, namely participants (Epstein Richard et al., 1997). The objectives of the workshop are as follows. 1. Provide participants' insights with the opinions of other participants. 2. Allows participants to evaluate what factors influence and what obstacles they face 3. Helping participants learn, either individually or in groups 4. Providing participants' experiences by forming an idea 5. Supporting various positive and negative experiences about the matter being discussed. Thus, the purpose of a workshop is to describe and explain various aspects related to a problem to get a solution by mutual agreement.

The Grogolan Lake Ecotourism Development Conference was held by inviting the Bojonegoro Regional Government, the Ngunut Village Government, Perum Perhutani KPH Bojonegoro, and other related parties. The workshop aims to discuss Licensing and Cooperation Systems according to regulations in tourism management between PERHUTANI as the land owner. The workshop also aims to explore the potential for development assistance from PEMKAB and PEMDES Ngunut, Retribution by the Tourism Office so that the entrance fee and Grogolan River Tube Caving tour rates can be formulated.



**Figure 4. The Conference of Grogolan Lake Ecotourism Development**

From the gathering also produced draft of various regulatory documents for POKDARWIS Wana Abadi. The regulatory documents contains the Implementation Plan, job desk manager and tourism management rules. So harmony will be created between POKDARWIS members, PEMDES, and residents.

### **Ecoprinting Training**

Ecoprinting is a printing technique with natural fabric colouring which is quite simple but can produce unique and authentic motifs (Sedjati and Sari, 2019). The principle of manufacture is through direct contact between leaves, flowers, stems or other body parts that contain colour pigments with certain fabric media. This technique is the result of the development of eco-dyeing techniques, namely dyeing fabrics from nature, which consists of two kinds of techniques, namely the iron blanket and punding techniques.





**Gambar 5. Ecoprinting Trainig at Ngunut Vilage**

It is hoped that the Ecoprint training will become capital to increase the creativity and skills in entrepreneurship for the residents (Faisol, 2019), especially the residents of Ngunut Village. In addition, the ecoprint is planned to be developed into Educational Tourism as a variety of tourist destinations to be offered at Grogolan Lake Ecotourism, Ngunut village. The development of ecoprint education is based on the analysis that the location of the cool Grogolan Springs is very prospective to be developed into various tourist attractions such as outbound and Educational Tourism. Several empirical studies support that educational tourism development positively affects visits and sales volume of the main objects offered (Idayati and Sulistyowati, 2022; Pamungkas and Muktiali, 2015).

### **Grogolan Outbound Education Development**

Outbound activities have great benefits in stimulating participants' physical and psychological aspects with various fun activities (Satrio et al., 2021). Outbound activities are always related to issues of mental attitude concerning team building, superior-subordinate relationships, mental attitude to communicate, problem-solving and creative thinking.

The outbound business has the potential to be developed, with increasing awareness among students and students of the sense of friendship among them, which has caused the outbound arena to be chosen as an alternative place (Fitriyanti and Gunawan, 2019). Many playgroup and kindergarten teachers also widely used the outbound arena to educate children to get to know nature better. In addition, the outbound arena is also used by companies that wish to provide training to mature their employees' physical and psychological conditions and strengthen teamwork in their companies. The pioneering of Grogolan Ecotourism Outbound Education was carried out by launching outbound tourism, outbound marketing assistance, and Train of Trainer Outbound Grogolan Ecotourism Education involving POKDARWIS Wana Abadi and the youth of Ngunut Village.



**Figure 6. Launching of Grogolan Outbound Education**

Training for outbound instructors is given to developing the various categories of outbound tourism offered, such as leadership programs, which aim to build the leadership spirit of each participant. Teamwork program to train mutual sensitivity and togetherness with one another. Motivation and creativity programs foster enthusiasm and confidence in achieving something (Arachchige and Sathsara, 2020). The development of Grogolan Ecotourism Outbound Education, will increase visits to Grogolan Lake ecotourism and increase community participation in ecotourism development.

### **Digital-Based Marketing Training and Assistance**

Grogolan ecotourism marketing has only been carried out by relying on various events and word-to-mouth marketing. Social media-based marketing is expected to effectively increase sales and introduce various tourist attractions such as outbound, ecoprint educational tours or the Grogolan spring tourist destination itself. The ability to develop various marketing models has been shown to correlate positively with income from MSMEs (Anom and Safii, 2022).



**Figure 7. Digital Marketing Training for Grogolan Lake Ecotourism Development and MSMEs in Ngunut Village**

The development of digital-based marketing aims to introduce the existence of Grogolan ecotourism to potential tourists, especially the millennial generation. The digital content developed is in the form of videos to spread the attractiveness of tourist attractions in Telaga Grogolan. Social media-based digital strategies are also carried out with a partnership pattern through endorsements with several social media celebrities.

### **CONCLUSION**

Based on the implementation and evaluation of the PKM program at POKDARWIS Wana Abadi, Ngunut Village, it can be concluded:

1. The Grogolan Lake Ecotourism Development Conference was carried out to explore the potential for development assistance from the PEMKAB and PEMDES Ngunut, as well as to discuss levies by the Tourism Office so that the entrance fee and Grogolan spring tourism rates can be formulated. From the Gathering also produced draft AD/ART POKDARWIS Wana Abadi Ngunut Village.
2. Tourist attractions has attracted more visitors to the Grogolan Ecotourism of Ngunut Village. The Outbound has been proven by the attention from various schools and agencies to carry out outbound activities at the Grogolan ecotourism location.
3. Ecoprint Educational Tourism is developed by utilizing the cool atmosphere and typical leaves from Grogolan springs. Educational tourism is expected to be an alternative tour package,

especially for students to get new interviews in producing various fabrics and fashion motifs using the ecoprint technique.

4. Social media-based marketing training and assistance is carried out as an additional strategy to promote the existence of Grogolan ecotourism and various tourist attractions that have been pioneered through various content on social media platforms to get visiting intentions from the wider community.

The author expresses his deepest gratitude to the Directorate General of Higher Education, Research and Technology. Ministry of Education, Culture, Research and Technology of the Republic of Indonesia for funding this community service program through the 2022 Community Partnership Program grant. Thanks also go to the Government Ngunut Village, POKDARWIS Wana Abadi, and Ngunut Village MSMEs as partners and beneficiaries in this program.

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