



# Local Wisdom as a Tourist Attraction in Pentingsari Village Yogyakarta

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## ABSTRACT

### Keywords:

Cultural Tourism  
Local wisdom  
Mount Merapi  
Tourism marketing strategy  
Village Tourism

Pentingsari Village in Yogyakarta, Indonesia is an ecotourism village with the attraction of environmentally sound cultural tourism on Mount Merapi. Pentingsari Tourism Village is one of the most successful tourism villages, and has become a model for many tourism villages in Yogyakarta. Pentingsari Tourism Village has received an award from the ASEAN Tourism Award for the Community-based Tourism category and an award in the Top 100 Green Destinations Award by Global Green Destinations Days (GGDD). Therefore, this research tries to examine local wisdom as a cultural tourism attraction in Pentingsari Tourism Village. This study aims to explore what local wisdom can be a tourist attraction, as well as in a marketing perspective how marketing strategies in attracting local and foreign tourist visitors. This research uses a qualitative descriptive method, this research collects data through interviews, and documentation studies. The results showed that local wisdom owned by Pentingsari Tourism Village, such as customs, traditional arts, and community activities, has great potential as a tourist attraction to make foreign tourists and local tourists visit. This research also found that marketing strategies that involve active community participation can be an effective way to reach tourists.

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## 1. Introduction

Yogyakarta is a city full of beautiful and amazing tourist attractions. These include historical, natural, cultural, and culinary attractions. All of these are located in the city of Yogyakarta. In addition to several tourist attractions, the city of Yogyakarta is now creating a tourist village. The tourist destination in question is Pentingsari Tourism Village. Pentingsari Tourism Village is one of several tourism communities that have emerged in the Yogyakarta area. Located on the slopes of Mount Merapi, one of the most active and disaster-prone volcanoes in the world, this location is 12.5 kilometers from the peak of Mount Merapi and 22.5 km from the heart of Yogyakarta, at an altitude of 700 m above sea level. In the 1990s, Pentingsari Village was known as one of the poorest hamlets among all hamlets located on the slopes of Mount Merapi. The economic status and income of the community at that time was relatively low, so their lifestyle was very simple. The geographical condition of the village at that time was very distant and difficult to access. Poor terrain conditions hindered the development of this 103-hectare community as yields from gardens, rice fields and other agricultural land were insufficient (Dunia, 2024).

Nevertheless, with the spirit of mutual cooperation, the villagers began to strive to develop and optimize local resources, especially improving the condition of their land while maintaining ancestral wisdom from generation to generation. In the beginning of becoming a tourist village, all parties in the village explored the existing potential. Unlike other villages in general, Pentingsari village does

not have tourist attractions like other areas. This condition made all parties eventually make local wisdom and culture in Pentingsari as the potential to be developed. After that, some activities such as farming, planting rice, staying with residents to do activities together, and so on become part of the tour package. All residents participate in the village development process, and Pentingsari Village enthusiastically involves individuals who are experts in their fields for each attraction offered (supriyanto, 2024).

Pentingsari village also has complete facilities, such as comfortable lodging, parking lots that are large enough to accommodate many vehicles even large buses, mushalla for Muslim worship, clean public bathrooms, and also culinary places for tourists who are hungry to try food in the village (Zakawali, 2024). The pentingsari tourist village has also received many awards, such as from the ASEAN Tourism Award and also from the Global Green Destinations Days (GGDD). Pentingsari's exceptional accomplishments were acknowledged by the ASEAN Tourism Award in the Community-Based Tourism category. The village serves as both an appealing destination and a paradigm for community-based tourism development within the ASEAN framework. The cornerstone of Pentingsari's prosperity is the community's dedication to conserving its natural environment and cultural heritage. An effectively executed community-based tourism initiative fosters active community involvement, generates employment opportunities, and guarantees beneficial outcomes for all stakeholders. By securing an award at the ASEAN level, Pentingsari has achieved worldwide recognition while preserving the viability of its environmental and cultural ecosystems. Travelers from many locations now see Pentingsari as an essential destination and a prime example of effective sustainable tourism development.

Pentingsari Tourism Village has attained a significant accolade by being recognized as one of the Top 100 Green Destinations by the Global Green Destinations Days (GGDD). The award is an annual initiative of the green places Foundation designed to highlight successful narratives and sustainable tourism practices from global places. The prize acknowledges not just the aesthetic appeal of its rural scenery but also Pentingsari's steadfast dedication to environmental preservation and cultural heritage conservation. Pentingsari provides not only unspoiled natural vistas and rural landscapes but also enhances the traveler's experience with meticulously kept local wisdom and cultural traditions. Each step throughout the village emanates a sense of verdancy derived from the community's everyday existence. The accolade as one of the premier Green Destinations globally unequivocally demonstrates Pentingsari's commitment to sustainable tourist management. This acknowledgment elevates Pentingsari's status to that of an example eco-friendly resort on the international stage.

Therefore, this research tries to examine local wisdom as a cultural tourism attraction in Pentingsari Tourism Village. This research aims to explore what local wisdom can be a tourist attraction, as well as in a marketing perspective how marketing strategies in attracting local and foreign tourist visitors. Starting from one of the poorest villages on the slopes of Mount Merapi then increasingly developing into a popular tourist village, received many awards from the government and became an example for other tourist villages that are just pioneering, it is interesting to study because of what local wisdom is in Pentingsari Tourism Village so that it can be a tourist attraction for local and foreign tourists who visit and how the role of marketing strategies Pentingsari Tourism Village in attracting tourists to come.

## 2. Method

Qualitative descriptive method according to Kim, Sefcik and Bradway (in Ahmad fauzi, Baiatun Nisa et al., 2022) Qualitative descriptive research is an important research method and is particularly suitable for answering research questions that focus on who, what, and where events or experiences occur and obtaining data directly from informants regarding poorly understood phenomena. The result of descriptive qualitative is factual empirical information. Data collection techniques in this study were carried out in several ways. First with Interviews, according to Nazir (in Hardani et al., 2020) Interview is a way of collecting data for research even though it takes the form of face-to-face questions and answers in a discussion. Researchers collected the data needed for this study through questions and answers with marketing and secretaries in the pentingsari tourist village. Second with Documentation, according to Sugiyono (in Hardani et al., 2020) Documents can be written works of art, photographs, or someone's colossal creations. Diaries, curriculum vitae, narratives, biographies,

regulations, and policies are examples of written documentation. image-based documents, including photographs, sketches, life drawings, and more. work-shaped documents, such as works of art, which include paintings, sculptures, films, and other media. Documentation was conducted to obtain narratives about the history, regulations or policies of Pentingsari Tourism Village or the like that are related and relevant to the local wisdom that exists in Pentingsari Tourism Village in order to support this research.

### 3. Result and Discussion

#### 3.1. Local Wisdom as a Tourism Attraction

Local wisdom is an ancestral heritage in the value system of life, manifested through religion, culture and rituals. Local wisdom includes methods and practices cultivated by a community. It is produced by people who have in-depth knowledge of the local environment, developed over generations (Nawangsih, 2018). Local wisdom is a tradition that must be developed, explored, and preserved because it contains values that are very universal and formed as a cultural advantage of the local community. Local wisdom that is still maintained is a characteristic of a society that appreciates and loves cultural heritage. And the potential of local wisdom formed from culture is currently a very promising tourism potential as expressed by Cahyadi and Gunawijaya (in Hasanah, 2019) that cultural heritage tourism that continues to preserve local culture is the most advanced tourism industry. Because tourists in addition to getting entertainment also get knowledge, and cultural experiences and comfort that can make them come back.

The local wisdom of Pentingsari Village in Yogyakarta has become a significant tourist attraction in the tourist area of Sleman Regency, Yogyakarta, Indonesia. Pentingsari Tourism Village offers an authentic and immersive cultural experience for visitors. The cultural experiences and local wisdom that are the mainstay of Pentingsari Tourism Village are as follows; kenduri culture, cultural arts attractions, handicrafts, agritourism and agricultural activities, live-in programs, and community empowerment. One of the most striking local wisdoms in Pentingsari Village is the kenduri culture, which is usually held when there is a celebration or before big days such as Eid and weddings. The kenduri culture has become one of the icons made by Pentingsari Village as a tourist attraction. The form of attraction is to introduce or develop the traditional culture of a large meal in the form of a complete food menu called 'kenduri'. Kenduri is a series of large feast culture held specifically at cultural ceremonies. The feast called kenduri is a tourist attraction to attract tourists. Through kenduri, tourists are given the experience and opportunity to experience tasting traditional food which is a cultural icon in the Pentingsari Village environment, as well as feeling warmth and togetherness in local traditions.

Not only kenduri, Pentingsari Village is also rich in arts and culture. One of the cultural attractions of Pentingsari Village is dance performances. To attract tourists, Pentingsari Village always holds dance performances such as punakawan dance and karawitan activities to welcome tourists who come. Through dance attractions, tourists can learn about traditional Javanese cultural arts directly. Through the attraction of live performances, tourists can directly interact with dance artists in Pentingsari Village. Dance performances not only entertain tourists but also become a learning medium. In addition to dance performances, daily activities such as night watches and beating kentongan are also part of the cultural experience offered in Pentingsari Village. For example, in the ronda culture, tourists get knowledge about daily activities in Pentingsari Village. For example, related to the code in the beating of bells. In Javanese culture, especially in Pentingsari Village, the number of blows has a certain meaning.

Handicrafts also become local wisdom in Pentingsari Tourism Village, handicraft products produced by local communities, such as creations of janur taken from the tops of fresh coconut leaves, and also the creation of wayang suket can be a special attraction. Tourists often look for souvenirs that reflect local culture for souvenirs or to keep for themselves. Local wisdom in Pentingsari is also reflected in traditional farming practices. Travelers have the opportunity to try and get directly involved in farming activities, such as planting rice and harvesting vegetables. These activities not only provide practical experience on how to farm or become a farmer, but also increase knowledge on the importance of sustainability and environmental preservation. Education related to sustainable environmental preservation is the spirit of Pentingsari Tourism Village.

The live-in program is a program where tourists become part of the local community. Live in gives tourists the experience of living in a village. This experience is quite valuable for tourists who have been living in the city. The live-in program is not only for local tourists. Pentingsari Village also often gets foreign tourists, although in quantity it is still far from local tourists. The live-in program allows tourists to live with the villagers. The positive value of live in is that it gives tourists an authentic experience of the daily life of the local community. The live-in program is one of the main attractions for schools and parents who want their children to learn about local wisdom in Indonesia, especially in Pentingsari Village. The live-in program supports or aligns well with the educational curriculum that emphasizes the importance of cultural understanding and entrepreneurship. To maintain sustainability, the active involvement of the community in the development of tourism in Pentingsari Village is very important. In tourism management, the community not only acts as a cultural presenter but also as a tour guide. In addition, the active involvement of the community is to participate in educating visitors about local traditions and values that are important to preserve. This helps maintain cultural preservation while improving the economy of the local community of Pentingsari Village.

### **3.2. Marketing Communication Strategy of Pentingsari Tourism Village through community participation**

This method of community marketing is more successful, efficient, adaptable and cost-effective than the traditional approach of using audiovisual media advertising, which is much more expensive. To form a cohesive group, a particular brand must have high quality. Marketers can gain a deeper understanding of consumer traits within the community to sustainably meet the demands of loyal customers in an environmentally responsible manner. The community and the relationship between marketers and customers can become closer, resulting in good feedback for both parties (Wardhana, 2016). The idea of community is familiar to some marketing methods. Strategic marketing requires a community foundation including local development, social action, social planning, empowerment collaboration, coalition building, and community building.

The marketing communication strategy is carried out through community participation. We observed that communication participation is an effective approach to increase consumer engagement and loyalty. This is evident from the increasing visits over the years. The way to make Pentingsari tourism sustainable is as follows; *First*, build trust and credibility. The point of building trust and credibility is that Pentingsari Tourism Village always tries to provide the best service so that it can make consumers or tourists feel comfortable and happy while in Pentingsari Village, so they want to make a return visit or repeat order. This statement is supported by the answer of Rahmat, marketing of Pentingsari Tourism Village, namely the most important consideration is service delivery, therefore superior service will facilitate effective advertising, while substandard service will hinder it. Negative experiences will lead to unfavorable narratives, underscoring the importance of service quality.

*Second*, increasing brand awareness. Pentingsari Village is always trying to increase brand awareness. The promotion that has been done so far is "word of mouth" promotion. Word of mouth has been the most effective way for Pentingsari Tourism Village to promote itself. So far, most visitors who come are school children, so if they are satisfied, they will automatically visit there every year and also spread it to other schools. *Third*, choosing the right community platform. Not only by word of mouth, the promotion of Pentingsari Village is also carried out using social media such as YouTube, Facebook, Instagram, and TikTok. The reason for using these media is because their target audience is also actively using social media, especially young people who are native to social media. Social media that is quite popular is Instagram. Therefore, Pentingsari Village updates more content on Instagram. This includes using live streaming facilities. According to Wahyu as the secretary in Pentingsari Village, social media is a very effective medium to reach young people. *Fourth*, the digital marketing communication media used in addition to social social media is a website. Pentingsari Village also created a website for tourism marketing. The purpose of the website is to provide information containing tour packages, village history, village achievements, feedback from tourists who have visited there and some photos of the activities of visitors who are traveling.

*Fifth*, the most important thing to build the sustainability of Pentingsari Tourism Village is to build partnerships and collaborations with various parties such as working with tour leaders or tour guides, as said by Rahmat as marketing, namely we manage all social media platforms and, in addition to interacting with social networks, we also collaborate with travel agents, because on average travel

agents contribute significantly to the influx of visitors, therefore, we increase our partnerships with several travel agents. Aside from that, we also build good relationships with companies that do Corporate Social Responsibility (CSR), namely from the private bank BCA. This is important not only to build trust but also to build the quality of Pentingsari Tourism Village, especially as a Tourism Village whose tourist attraction is culture and local wisdom. Maintaining relationships with various parties, including tour agents, schools and companies that can help increase the reach of tourists visiting Pentingsari Tourism Village.

#### 4. Conclusion

As part of the development of tourism communication studies, this study found conclusions, namely *first*, that in a tourist village shows that local wisdom, such as customs, traditional arts, crafts and community activities, has great potential as a tourist attraction. *Second*, tourist attractions with local village wisdom are more in demand by urban communities and foreign tourists. *Third*, based on the Pentingsari Tourism Village, the tourism village by offering arts and cultural tour packages is part of educational tourism. *Fourth*, this study also found that marketing strategies involving active community participation can be a potential to attract tourists not only urban communities, but also for foreign tourists.

#### 5. Acknowledgement

Thank you to Allah SWT for giving smoothness in this research, thank you also to parents and friends who always pray and support so that this research is completed. Thank you to the Muhammadiyah University of Yogyakarta, especially to the Communication Science department and also to the supervisor, Dr. Zein Mufarrih Muktaf, S.IP, M.I.Kom, who has helped in this research. Thank you also to Ahmad Dahlan University for facilitating the Sylection 2024 event.

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