

Empowerment of Society Art Groups as Supporting Magnetism of Sendang Made Natural Tourist Attraction, Jombang Regency

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Abstract

Sendang Made is a natural tourist attraction in Jombang Regency that has good potential to be developed. The potential is in the form of natural resources, history, culture, and art. Before this empowerment program is conducted, the tourist attraction has not been managed properly. Therefore, the existing potential has not been able to attract tourists. This society empowerment program seeks to optimize existing potential by integrating it into better tourist attraction management. The approach used in this society empowerment program is the ABCD (Asset Based Community Development) approach. The first stage of this society empowerment program is to map the potential possessed by Sendang Made using a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. In this first stage, the authors conduct a research process using a qualitative approach as well as data collection techniques using field observation, in-depth interviews, and documentation from literature studies. After mapping the potential of Sendang Made, the second stage is to form a management organization for Sendang Made. The third stage is to conduct socialization and training on the management of the tourist attraction. The fourth stage is to integrate the potential of Sendang Made, especially the artistic potential of the surrounding society. The fifth stage is to help in marketing this tourist attraction through social media. The last stage is to monitor and evaluate the program implementation. With this empowerment program, it is expected to increase the number of tourists that can have an impact on improving the surrounding society's economy.

Keywords

society empowerment; sendang made; art group; ABCD approach; local wisdom



I. Introduction

This scientific article is one of the outputs of the society empowerment program organized by the Faculty of Economy and Islamic Business, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, henceforth referred to as FEBI UIN SATU. This empowerment program is funded by FEBI UIN SATU for the fiscal year 2022. This program is conducted as a form of implementing three pillars of higher education, especially in terms of service that have to be undertaken by lecturers as the responsibility for the position. This society empowerment activity is conducted by a team consisting of lecturers and students of FEBI UIN ONE, assisted by practitioners who are experienced in managing the tourist attraction by optimizing its potential.

The empowerment of society art groups located around Sendang Made, Jombang Regency, is motivated by the reality that many people around Sendang Made have expertise and skills in art and even quite a lot of them are members of art groups, such as *sinden* (a female singer of Javanese traditional songs), musicians of Karawitan Music (a genre of Javanese and Balinese traditional music), musicians of electronic organ Dangdut Music (a genre of Indonesian folk music), dancers of Jaranan Dance, dancers of Ludruk Dance and dancers of other traditional dances. In Made Village, there is an alley called Gang Sinden because many of the residents who live there have expertise or work as *sinden* and they are quite famous in the area of East Java. These artists actually quite often hold art performances in the Sendang Made natural tourist attraction area. They perform in the courtyard and the Javanese pavilion located in the Sendang Made natural tourist attraction area. However, their existence has not been integrated yet with the management of Sendang Made natural tourist attraction.

The existence of these groups of artists is actually local potential that can be utilized to increase the tourist attraction. By integrating these groups with Sendang Made tourist attraction management, the artists will also have benefits because they get a more promising stage, a regular schedule of performances, a larger number of audiences, and increased income.

Sendang Made is a natural tourist attraction in Jombang Regency whose existence is well known by the people in East Java. At the Sendang Made natural tourist area, there are seven natural springs, those are Sendang Drajat, Sendang Kamulyan, Sendang Sumber Payung, Sendang Condong, Sendang Pengilon, Sendang Pomben, and Sendang Gede (Masturia, 2016). This tourist attraction is quite interesting to visit because it has natural atmosphere that still seems pure, shady with large trees, cool, and peaceful. This natural tourist attraction is suitable to be used to unwind after busy activities.

In addition to the captivating natural condition, Sendang Made also has historical and magical values that are believed by the surrounding society. The existence of Sendang Made is closely related to the story of Prabu Airlangga's journey who is a king from the Bali Kingdom. At that time, Prabu Airlangga used the spring area as a hideout when escaping from the pursuit of his enemies. In his escape, Prabu Airlangga hid in one of the forests in Jombang that had natural springs and disguised himself as a beggar and then changed his name to "Made". This historical background makes this spring area in the middle of the forest named "Sendang Made" (Riantini, 2020). *Sendang* is defined as a pool where the water naturally flows out from the ground and it is usually used for bathing and washing (Setiawan, 2021). Meanwhile Made is the pseudonym of Prabu Airlangga who came from Bali.

Sendang Made also has magical and mystical values believed by the surrounding society. The seven springs located in the Sendang Made area are believed to have their own benefits on each spring, such as increasing social status, accelerating fortunes, providing allure, and providing magical power (Fendy, Selirowangi, & Sutardi, 2020). This magical belief encourages people to visit these springs in order to perform magical rituals. The rituals are also quite simple. For example, for a person who wants to run for a village head, the magical ritual done by the person is only sprinkling seven colors of flowers in Sendang Drajat and then plunging themselves three times without wearing clothes. Another example is a *sinden* who wants to have an attractive appearance and alluring power on the stage, the magical ritual done by the *sinden* is only bathing in the spring (Dewie, 2020).

Table 1. The Visitor Data of Thirteen Tourist Attraction in Jombang Regency by Tourist Attraction in 2019-2020

No.	Tourist Attractions	The Year 2019	The Year 2020
1.	Winawisata Sumber Boto	24.021	21.169
2.	Tirta Wisata	14.181	13.001
3.	Candi Rimbi	2.020	6.858
4.	Yoni Gambar	134	188
5.	Sendang Made	15.387	15.303
6.	Prasasti Guide	254	334
7.	Situs Gunung Pucang	9.529	11.946
8.	Tirta Wisata	8.735	80.559
9.	Petilasan Damar Wulan	104	2.081
10.	Kolam Renang Tirta Satria	7.867	7.040
11.	Makam Sayid Sulaiman	46.043	38.895
12.	Prasasti Tenggara	1.004	1.097
13.	Makam Gus Dur	1.258.116	1.296.166

Source: (Mufidah, 2020)

The data presented in table 1 shows that Sendang Made is ranked 5th as the most visited tourist spot by visitors in Jombang Regency. Even though until now, this tourist spot is still not managed properly. Sendang Made has not had a clear organizational structure for management yet, there are only parking attendants from *Karang Taruna* (an official youth organization in every village in Indonesia) members of Made Village who guard the vehicles of visitors, then a caretaker who cleans the springs and guides the activity of traditional ceremonies, as well as the officers from the Institute for Preservation of Cultural Heritage of East Java who occasionally come to oversee this tourist location and become tour guides to explain the history of Sendang Made.

This empowerment program seeks to help in arranging the management of Sendang Made, managing the tourist system, and integrating the artists from the surrounding society to increase the tourist attraction. It is hoped that this empowerment program can increase the number of visitors to Sendang Made so that this tourist area can be more advanced and cause more visitors to come, as well as be able to improve the economy of the surrounding society especially for art groups.

II. Review of Literature

The first theory used in this study is the ABCD (Asset Based Community Development) theory. The Asset Based Community Development or ABCD approach is one of the approaches for society empowerment. This approach prioritizes the utilization of the assets and potential of the local society. Society empowerment with the ABCD approach uses local assets as the emphasized aspect. In this case, assets are capacities possessed by the society and are used as the ultimate strength leading to the empowerment program. The capacities are in the form of intelligence, creativity, attention, mutual cooperation, solidarity, natural resources in the form of beautiful landscapes, and so on.

III. Research Method

This research is located in Made Village, Kudu District, Jombang Regency. The approach used in this research is a qualitative approach with a descriptive sort in order to be able to describe the society empowerment program deeply and comprehensively. The stages of the study are; First, to identify the potential of the people who live around Sendang Made by conducting a SWOT analysis. Second, to design the society empowerment program along with the potential and the conditions of the local society. Third, to implement the society empowerment program to optimize the potential possessed by the society. Fourth, to monitor and evaluate the implementation of the society empowerment program.

IV. Result and Discussion

4.1 Population Policy During Turki Utsmani 1512-1566 M

Before analyzing the society empowerment program using the ABCD (Asset Based Community Development) theory, it is necessary to do an analysis and map the potential that has been owned by the society. In this case, the society potential analysis is conducted using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis (Safitri, Mukaromah, & Habib, 2021). In the SWOT analysis, the potential of Sendang Made natural tourist attraction is not only seen from its strengths but also from other aspects such as weaknesses, opportunities, and threats. It is hoped that by conducting the SWOT analysis, the potential possessed by Sendang Made natural tourist attraction can be known in more detail, deeper, and more systematically mapped (Wardoyo, 2011).

4.2 The SWOT Analysis

a. Strengths

Strength is the positive aspect or advantage possessed by Sendang Made natural tourist attraction. The results of this study show that the strengths possessed by Sendang Made include the good quality of natural resources, cultural wealth, society's art skills, the history of Sendang Made, as well as the quality and quantity of human resources. The following are the detail of the strengths possessed by Sendang Made natural tourist attraction:

1) The strength of nature

Sendang Made natural tourist attraction has a large area, shady trees, cool and beautiful atmosphere. Moreover, it has assets in the form of active springs, meaning that it has springs that are flowing. It also has a flat land typology so that road access is easy to reach either by motorcycles or cars.



Figure 3. *The Atmosphere of Sendang Made Natural Tourist Attraction, Jombang Regency*
(Authors, 2022)

2) The strength of culture

The power of culture becomes an attraction for the visitors from local and from outside the region who want to find entertainment at Sendang Made. Various kinds of cultural wealth possessed by Sendang Made include:

- a) *Kungkum sinden* is the ritual for the *sinden* ritual bathing in the spring to increase the job offers of the *sinden* (Riantini, 2020). The water spring is believed by the local society to increase the attractiveness of artists, especially the *sinden*, to make them look more beautiful, luring, and charming. The water of Sendang Drajad is usually taken to be drunk by the *sinden* in order to have a melodious and beautiful voice (Masturina, 2016). The tradition of *kungkum sinden* has become a very profitable tourist strength, not all springs or water sources are believed to be used as places that are considered sacred to seek blessings.



Figure 4. *Kungkum Sinden Ritual* (Authors, 2022)

- b) *Nguras sendang* or *karma bhakti sesuci nagari nguras sendang* is a ritual that is believed to bring goodness because it is believed to purify the spring from bad things that are worldly (Ariesmulyadintara, 2022). The *nguras sendang* ritual becomes a tourist attraction because it has a historical value and a mystical meaning that can attract many visitors. This ceremony is an activity of cleaning the spring water symbolically by slaughtering a sacrificed animal in the form of a goat, that begins with traditional dances and must be performed by village girls who are still virgins. In the ceremony, various elements of tradition that have attractions are presented, such as sprinkling seven colors of flowers, performing the ceremony by wearing traditional Javanese clothes, burning incense, decorating the spring area with flowers and yellow coconut leaves strung together, and delivering typical Javanese custom prayers
- c) *Nyadranan* (thanksgiving ritual) comes from the word *sadra* that means the visit to the cemetery. The *nyadranan* ritual done at Sendang Made is used as an activity believed to avoid disasters (Riantini, 2020). The *nyadranan* ritual has become a tourist attraction strength because it has collaborated with elements of the society's culture from the past that are still maintained today.
- d) The meditation ritual is an activity to focus thoughts and feelings in a calm environment. At first, visitors who want to meditate need to ask permission from the caretaker for performing the meditation ritual by taking a bath in Sendang Drajad first. Some equipment such as incense and seven colors of flowers are also brought

so that the meditation could be done well (Riantini, 2020). The meditation ritual is a strength for this tourist attraction because the meditation is usually done in the mountain area and the meditation is rarely found in the spring area.

3) The Strength of Art

In the art aspect, many people around Sendang Made have skills in the arts. They have even formed art groups and often perform in the Sendang Made area. In fact, the art of *sinden* from this area is quite famous in the East Java region, here are the arts owned by the people around Sendang Made:

- a. Jaranan Dance is a typical traditional dance performed by the dancers riding artificial horses made of woven bamboo, Jaranan Dance usually is performed by three to five dancers at a time. The performance is usually accompanied by a scene of dancers who are in a trance so that they dance like raging horses (Raharjo, 2021). Jaranan Dance is also a favorite of the society, especially children. The society can see entertainment as well as learn about traditional art (Ariesmulyadintara, 2022).



Figure 5. Jaranan Dance Performance at Sendang Made (Aithors, 2022)

- b. Ludruk Dance, Remo Dance, and Kenya Dance, are dances that are often performed at Sendang Made (Ariesmulyadintara, 2022). This dances art is a strong attraction for visitors who want to come to Sendang because it has elements of beauty and entertainment.
- c. *Sinden* activity is an activity of singing traditional Javanese songs usually accompanied by gamelan music (Riantini, 2020). *Sinden* from Made Village is quite famous in the area of East Java. Even, there is an alley called *Gang Sinden* because most of the people who live here work as *sinden*. In this case, *sinden* is also closely related to the cultural myths of Sendang Made, especially the *kungkum sinden* ritual.



Figure 6. Sinden Performance in Javanese Pavilion at Sendang Made (Authors, 2022)

- d. Electronic organ music is a kind of modern music consisting of various kinds of musical instruments using electricity. This music is also often performed at Sendang Made by presenting *dangdut* singers and pop singers accompanied by keyboard, guitar, and bass music instruments.
 - e. Puppet show is a performance of a puppet story accompanied by several *sinden* and gamelan music (Ariesmulyadintara, 2022).
Arts become the strength that can attract tourists to visit. This is because traditional entertainment performances become typical entertainment that is difficult to find in this modern era. According to the caretaker of Sendang Made, these artistic activities were performed by local artists from around Made Village. In addition to preserving the local artistic culture, these performances are also used as an additional activity to get more income for the artists.
- 3) The strength of history
Information about the history of Sendang Made was obtained from the caretaker of Sendang Made, the officers from the Institute for Preservation of Cultural Heritage of East Java who are in charge at Sendang Made, as well as previous literature books and studies that explained the history of Sendang Made.
- 4) The Strength of Human Resources (HR)
Human Resources (HR) that support the development of Sendang Made natural tourist attraction both in quantity and quality are actually quite abundant. This tourist attraction already has a caretaker who is ready to guard Sendang Made for 24 hours. Furthermore, there are officers from the Institute for Preservation of Cultural Heritage of East Java who are willing to help in explaining the history of Sendang Made to the tourists. There are also *Karang Taruna* members consisting of Made Village youths with a lot of members. The society around Sendang Made also has a lot of creativity, especially in the arts. The surrounding society is quite capable of holding artistic performances in good quality. The local society also has the ability to make traditional food and craft knick-knacks from Jombang Regency. If these various human resources in Made Village are properly integrated, it will be very beneficial for the progress of the management of Sendang Made natural tourist attraction.

b. Weaknesses

The weakness is the limitations or deficiencies of Sendang Made natural tourist attraction that hinders tourist attraction development. Based on the data collection that has been done, several weaknesses have been found, those are:

- 1) Online marketing that has not been maximized. In this current era, online marketing through social media such as Facebook, Instagram, and official websites is very important to introduce a tourist attraction through social media. Almost all people today have social media, even many people spend hours every day in front of their gadgets just to access social media. The weakness of online marketing for Sendang Made natural tourist attraction makes this tourist attraction less well known by the wider society, whereas currently online marketing is very effective in introducing tourism products to the wider society.
- 2) There is no schedule for routine activities at Sendang Made, both for the schedule of traditional ceremonies and the schedule of art performances. Various traditional events that are usually held at Sendang Made, have not had a written schedule displayed in the tourist attraction area yet. This makes many visitors not knowing the times when the traditional ceremonies are conducted, except for the *nguras sendang* ceremony that is routinely held in the 11th month, however, the date is also uncertain. In addition, art

performances that are usually held in the spring yard also do not have a specific schedule, so tourists cannot predict when the art performance will be held at Sendang Made.

- 3) Lack of attention to locations for photo spots at Sendang Made. In some tourist attractions, there are usually various contemporary photo spots prepared by the administrators in addition to the main tourist attraction. These photo spots can attract a lot of visitors where there are currently a lot of visitors who want to take pictures to be uploaded on social media. The lack of photo spots makes Sendang Made natural tourist attraction less up to date and less attractive to teenagers as the majority of them like to take pictures to exist on social media.

c. Opportunities

Opportunity is a strength or advantage that has not been owned yet, but it has the potential to be owned if the resources owned are optimized and managed properly. The opportunities that Sendang Made natural tourist attraction has are as follows:

- 1) Become the center of local cultural education in the Jombang area. As previously explained, the existence of Sendang Made is closely related to the history of King Airlangga. This historical background is a distinct advantage for Sendang Made to attract public interest, especially history activists both from students, academics, and practitioners. (Ariesmulyadintara, 2022). In addition, the wealth of traditional ceremonies owned by the society around Sendang Made can also be an educational event to introduce Javanese culture to modern society today.
- 2) Become the center of traditional arts in East Java. This refers to the number of the local society who work as traditional artists, such as *sinden*, musicians of karawitan music, dancers of Jaranan Dance, dancers of Ludruk Dance, and dancers of other traditional dances. Their art performances are also quite impressive. It can be seen from the crowd of spectators when these art groups from Made Village held art performances. In addition, the *sinden* group from Made Village is also very popular in the East Java area. This condition is an opportunity for Sendang Made to become the center of the traditional arts of East Java.
- 3) Improve the economy of the society around the Sendang Made natural tourist attraction area (Ariesmulyadintara, 2022). An increase in the society's economy can occur if this tourist attraction is already popular and visited by the wider society. If the management of Sendang Made natural tourist attraction is good, it will be very likely to be visited by many tourists, so that the society's economy can be better because new business opportunities can emerge to meet the needs of tourists such as lodging, food stalls, laundry, public toilets, various needs of souvenirs and gifts (typical snacks, knick-knacks, and various handicrafts).

d. Threats

A threat is an unfavorable condition for the development of the Sendang Made natural tourist attraction area. The following are some of the threats that hinder the development of the tourist attraction, those are:

- 1) Another natural attraction exists, it is Mount Pucangan located quite close to Sendang Made. Mount Pucangan is also trusted by the society as a historical area that was once the hermitage of Dewi Kilisuci. Besides Sendang Made, Mount Pucangan is also believed to be one of the hideouts of King Airlangga in the past. Mount Pucangan can threaten the existence of Sendang Made if the management of Mount Pucangan is better

and more comfortable so that it can attract many tourists to prefer visiting Mount Pucangan rather than Sendang Made.

- 2) The decrease in interest of the young generation for art regeneration in Made Village. The decline in the number of artists from year to year who pursue traditional arts, especially among young people, can threaten the sustainability of traditional arts in Made Village. This also threatens the attractiveness of Sendang Made natural tourist attraction, because one of the magnetism of this tourist attraction is the art performances of the local society.
- 3) Internal conflict exists between the management of Sendang Made. As previously explained, Sendang Made tourist attraction has not had a systematic and official management structure. However, there are already parties who feel entitled legally to manage this tourist attraction. From the result of the interview with the administrators, there is a feeling of dissatisfaction with the status and role of each party. For example, the caretaker is not satisfied with the status and role of *Karang Taruna* members. If this kind of conflict is not managed properly, it can develop into an open conflict that has the potential to threaten the sustainability of the Made Sendang management.

4.3 The Empowerment Program Through the ABCD Approach

The results of this study are analyzed using the Asset Based Community Development (ABCD) approach. The ABCD method is one type of approach for a sustainable society empowerment program. This approach makes certain societies or communities in designing their own empowerment programs through the process of identifying and mobilizing their assets and potential. The assets owned are then classified for later identification and then matched with communities within the society (Rahayu, et al., 2022).

In this approach, the mapping of available assets is conducted by focusing on the analysis of strengths and assets, setting inspiring shared goals and visions, designing transformative and open change plans, creating competence for all community members, and empowering all community members for community development efforts (Dureau, 2013). The ABCD method used has five key stages to provide assistance, including discovery, dream, design, definition, and destiny (Supriatin, et al., 2022).

1. Discovery

In this research, the first stage is discovery. In this discovery stage, the data is obtained based on the circumstances, potential, and needs of the local society. This potential can be in the form of wealth within the society (intelligence, caring, mutual cooperation, togetherness, etc.). It can also be in the form of the availability of natural resources (Maulana, 2019). The potential possessed by Made Village, especially in Sendang Made tourist attraction is identified, grouped, and mapped according to the classification of its aspects.

2. Design

In addition to its beautiful natural scenery, the assets identified in Sendang Made tourist attraction are the existence of art groups and Javanese traditional rituals that are still performed by the society around Sendang Made. Not only the old people who perform the rituals, but the young people also believe in and perform the traditional rituals of the Made Village customs. Assets in the form of beautiful natural scenery and art groups that can be utilized and empowered to realize the dreams of Made Village society.

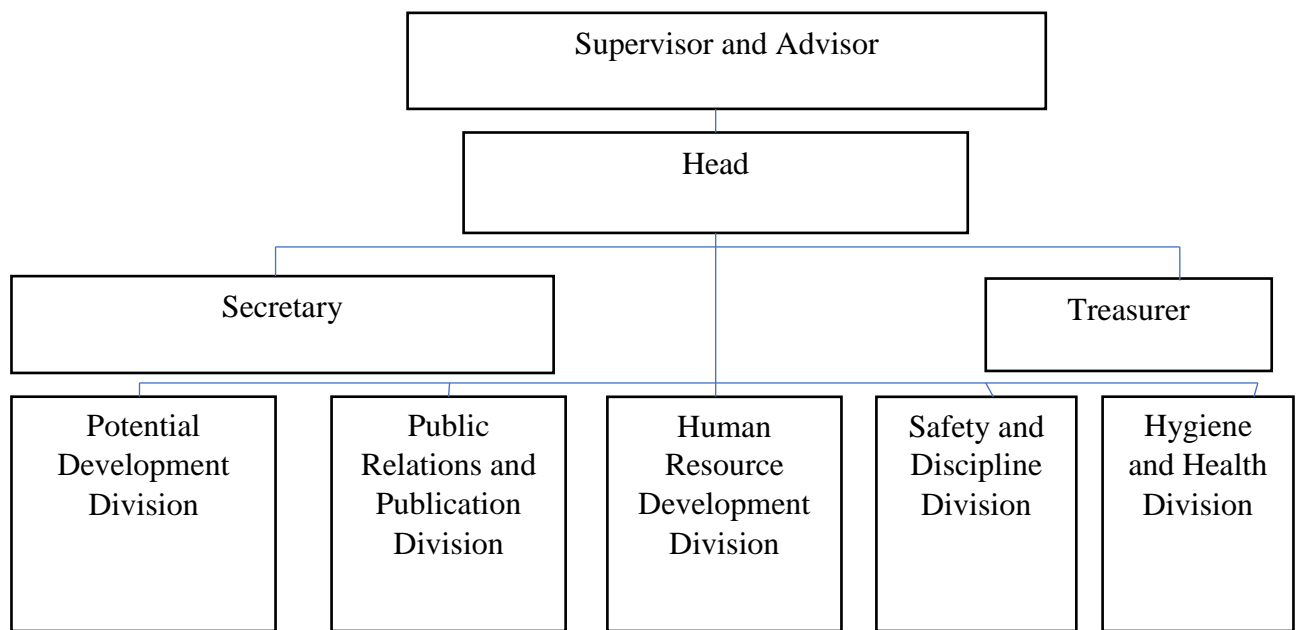


Figure 7. *Organizational Structure of Sendang Made Management (Authors, 2022)*

Designing the utilization of assets in Sendang Made tourist attraction can be done by establishing administrators and an organizational structure for Sendang Made tourist attraction. When the administrators have been established, it is necessary to discuss the system and management of Sendang Made tourist attraction. The system and management that have been discussed are socialized to art groups and the caretaker as well as the officers from the Institute for Preservation of Cultural Heritage of East Java through Forum Group Discussions (FGD). The next stage is scheduling shows and performances for art groups and using a social media account as a tool to disseminate information on the existence of Sendang Made tourist attraction and art performances to increase the choice of the purpose of visiting this natural tourist attraction. Therefore, in addition to the natural tourist attraction, visitors can also enjoy traditional art performances at Sendang Made.



Figure 8. *Socialization and Training Activities for the Management of Sendang Made Tourist Attraction*

4.4 Definition

The changes that are expected after the realization of potential empowerment in Sendang Made tourist attraction in the form of empowering traditional art and art groups are the young generation in Made Village can participate in preserving ancestral heritage, introduce activities or programs held at Sendang Made, and strengthen the harmony of the society of Made Village through traditional activities held together annually at Sendang Made.

Activities or programs held at Sendang Made are expected to be regularly conducted and well organized, so that in the long term this improvement can attract many domestic and foreign tourists to visit Sendang Made tourist attraction. Moreover, if there is more potential that can be empowered, then Sendang Made tourist attraction can improve the economic condition of the society of Made Village and its surroundings.

4.5 Destiny

Society empowerment is a strategy to improve the quality of the society whose physical assets and natural resources condition possessed must be understood. It is because assets possessed by the society can be an advantage to be developed for the welfare of the society (Nurdiyanah, Parmitasari, Muliyadi, Nur, & Haruna, 2016). Society empowerment in Sendang Made tourist attraction can be done by managing art groups around Sendang Made

Empowerment of art groups in Sendang Made tourist attraction requires good management and cooperation between the administrators and the society. One of the actions to empower these art groups is to arrange a regular rehearsal schedule. In addition, there must also be a regular art performance schedule that can be accessed by tourists.

The schedule of rehearsals is held simultaneously on Sundays. Meanwhile, the schedule of art performances is three times a week. The following is the schedule of art performances in Sendang Made tourist attraction:

Table 2. Schedule of Art Performances at Sendang Made

Days	<i>Pancawara</i>	Art Groups
Thursday	Legi	Jaranan Dance
Saturday	Pon	Puppet Show
Sunday	Wage	Ludruk Dance
Thursday	Pahing	Remo Dance and Kenya Dance
Saturday	Legi	Karawitan Music
Sunday	Pon	Electronic Organ Music

Note: *Pancawara* is the name of a week consisting of 5 days in Javanese and Balinese culture

(Authors, 2022)

In addition to arranging a routine schedule for rehearsals and art performances, the authors directed Sendang Made tourist attraction administrators to begin informing and disseminating the existence of Sendang Made tourist attraction on social media. The social media used is Instagram.



Figure 9. The Social Media Account of Sendang Made Tourist Attraction (Authors, 2022)

Instagram is chosen because it is quite popular and effective social media used to market a tourist attraction through photos and videos. Marketing through online media is used in order for the wider society both from Indonesia and abroad to know about Sendang Made. The hope is that the more people know about Sendang Made, the more tourists will visit and the greater the opportunity for Sendang Made tourist attraction to become a tourist destination for domestic and foreign tourists.

After this empowerment program has been implemented, monitoring and evaluation activities need to be conducted. The monitoring activity will be conducted once a month and the evaluation activity will be conducted every six months for a year. In these activities, things that are not good will be evaluated and corrected. In case there are obstacles, efforts will be made to find solutions. It is hoped that this society empowerment program can run well according to the plan that has been designed, it is to promote a tourist attraction along with its local wisdom and increase the economic condition of the surrounding society.

IV. Conclusion

Based on the results of mapping through the SWOT analysis, Sendang Made has much potential including natural potential in the form of large land, shady trees, beautiful natural scenery, and peaceful atmosphere. Sendang Made also has assets in the form of active springs and a flat land typology. Moreover, Sendang Made has cultural potential in the form of traditional rituals, those are *kungkum sinden*, *nguras sendang*, *nyadranan*, and meditation. The artistic potential consisting of *sinden* activity, Jaranan Dance, Ludruk Dance, Remo Dance, Kenya Dance, electronic organ music, and puppet show. Beside

cultural potential, Sendang Made has historical potential related to King Bali whose name was King Airlangga. King Airlangga from Bali once disguised himself near the spring area as a beggar named "Made". King Airlangga disguised himself because at that time he was being chased by his enemies and had to stay alive. Therefore, King Airlangga decided to find a hideout close to the spring or water source. The next potential possessed by Sendang Made tourist attraction is in the form of abundant human resources both in quantity and quality.

Although Sendang Made has sufficient human resources, it has not had a systematic management organizational structure yet. There are only parking attendants from *Karang Taruna* members who guard the vehicles of the visitors, a caretaker who cleans the spring area and guides the activity of traditional ceremonies, the officers from the Institute for Preservation of Cultural Heritage of East Java who occasionally come to oversee this tourist attraction and become the tour guides to explain the history of Sendang Made. The unclear organizational structure in Sendang Made tourist attraction results in suboptimal management. Through this empowerment program, it helps to form the administrators of Sendang Made, manage the tourist attraction, and integrate artists from the surrounding society to increase Sendang Made magnetism. One of the ways to get to these actions is by conducting socialization and training related to the management of Sendang Made tourist attraction along with its local wisdom. This is done to increase the number of tourists to visit Sendang Made and to advance this tourist attraction so that it is able to increase the economic condition of the surrounding society, especially art groups.

Good management of the potential possessed by Sendang Made, such as arranging a routine schedule of art performances, optimizing online marketing, and establishing tourist attraction development management, is expected to be able to lead Sendang Made into an increasingly advanced and developed tourist attraction. Optimization of online marketing is conducted through this empowerment program by creating a social media account on Instagram. The account is then organized into an interesting and attractive social media account. This is intended to increase the market for young people and modern people who have experienced the development of the era that has a breakthrough for socializing using social media. After conducting the stages of management related to Sendang Made natural tourist attraction, the appropriate action to do is to conduct monitoring and evaluation. These two activities are conducted to see which stages needed to be corrected and needed to be further improved, so that this empowerment program can run as planned.

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