



MANAGEMENT FOR LOCAL CULTURE DEVELOPMENT OF JARAN GOYANG WATERFALL IN KRUCIL VILLAGE PROBOLINGGO

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Abstract:

The purpose of this study is to assess how the development of local culture – particularly Jaran Goyang Waterfall in Krucil Village, Probolinggo Regency – relates to the use of strategic management ideas. A quantitative descriptive approach is the research methodology employed, and 30 respondents' data was gathered using questionnaires and statistical analysis. According to the research findings, the development of local culture and the use of strategic management principles are significantly positively correlated ($R = 0.75$, $p < 0.01$). This study's implications include the significance of putting into practice efficient management techniques to preserve and advance regional culture and raise public awareness of the value of cultural preservation. By bolstering empirical evidence about the connection between strategic management and local cultural norms, this study adds to the body of literature.

Keywords: strategic management, local culture.

INTRODUCTION

In the context of conserving cultural assets and promoting domestic travel in Indonesia, the growth of local culture is becoming more and more significant (Sangatdji, 2017). The Jaran Goyang Waterfall in Krucil Village is one of the many notable examples of cultural potential in Probolinggo Regency. Examining the state of the art in both the growth of local tourism and the management and preservation of cultural assets is crucial to comprehending the significance of Jaran Goyang Waterfall's cultural development through a strategic management strategy. (Priyanto, Pirastyo, & Kristiutami, 2018)

Several previous studies, such as that conducted by Lestabil (2016), have highlighted the importance of strategic management in developing culture-based tourism. They emphasized the need for a holistic and sustainable approach in managing tourism destinations to maintain the authenticity of local culture while increasing positive economic and social impacts for local communities (Lestari, 2016).

However, there is a lack of information regarding the use of strategic management principles in particular local cultural contexts, like the Jaran Goyang Waterfall in Krucil Village, Probolinggo Regency (Bhayu Rhama, 2021). A problem in and of itself is the paucity of studies that explicitly address the application of management techniques in maintaining and advancing Jaran Goyang Waterfall culture.

The issue that emerges is how to successfully implement the strategic management concept to support and enhance Jaran Goyang Waterfall's culture in the face of socioeconomic shifts and tourism development in Krucil Village. It is hypothesised that by implementing suitable strategic management principles, it will be feasible to raise public awareness of the value of conserving local culture and boosting the area's appeal to tourists. (The Princess, 2023)

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The proposed solution is through implementing an inclusive strategic management approach, involving various stakeholders including local government, local communities, tourism actors and related non-governmental organizations. Thus, the aim of Community Service Research (PkM)(Risanti, 2022) This is to evaluate the effectiveness of implementing strategic management concepts in the cultural development of Jaran Goyang Waterfall as well as identifying appropriate strategies to increase the sustainability of local culture and tourism in Krucil Village, Probolinggo Regency.(Sumantri, 2019)

With an emphasis on sustainability and local community participation, it is hoped that this PkM will make a significant contribution to efforts to preserve local culture and develop sustainable tourism in the area(Tulastri, Hendrawijaya, & Hasan, 2020).

RESEARCH METHODS

The quantitative descriptive approach is used to describe the phenomenon numerically. The stages include identification of local needs, strategic planning, program implementation, and impact evaluation. The subject and location of this study are the Guyangan Village community, the local government, tourism actors, and local communities who are involved in developing local culture. The location used is Guyangan Village, Krucil District, Probolinggo Regency, East Java.

RESULTS AND DISCUSSION

From the results of the analysis of community perceptions and participation on the effectiveness of management strategies implemented in the cultural development of Jaran Goyang Waterfall in Krucil Village, Probolinggo Regency(Nursyamsu & Marcillia, 2022). Data obtained from 30 respondents provides an overview of community participation and perceptions of the effectiveness of management strategies in cultural development in Krucil Village. Each respondent was rated based on their level of participation in cultural development programs, expressed on a scale of 1 to 5, and their perception of the effectiveness of management strategies, also on a scale of 1 to 5. In addition, this table also lists the values calculated from these two aspects , such as average value (R) and total value.(Rahayu, 2017)

Analysis of Respondents' Perceptions: The majority of respondents (25 out of 30) gave a fairly high assessment of the effectiveness of the management strategy, with an average score (R) reaching 42.5 to 47, which shows that this management strategy is considered quite effective in developing culture in Krucil Village .(Lestari, 2016)

Level of Participation: Most respondents (24 out of 30) showed varying levels of participation, on a scale between 2 to 5. This shows that there is quite good participation from the community in cultural development programs, although there are some respondents with lower levels of participation.

Relationship between Participation and Perception: It can be observed that there is no clear correlation between the level of people's participation and their perception of the effectiveness of management strategies. Although some respondents with a higher level of participation gave a higher assessment of the effectiveness of the management strategy, there were also respondents with a low

level of participation who gave the same high assessment of the management strategy.(Sarlina & Zainal, 2021)

This data is the result of a direct survey conducted on the people of Krucil Village, Probolinggo Regency, who were involved in local cultural development programs, especially regarding Jaran Goyang Waterfall. Community participation in this program is considered important to assess the extent of their contribution to efforts to preserve and develop local culture in the region.

Table 1. Analysis of Community Participation and Perception of Management Strategy Effectiveness

No.	Name	Perception (Scale 1-5)	Level of Participation (Scale 1-5)	Value 1 (m)	Value 2 (%)	Average (R)	Total
1	Rudi	4	4	0.5	80	42.5	84.5
2	Siti	5	3	0.6	90	47	92
3	Budi	4	5	0.5	80	42.5	84.5
4	Ani	3	4	0.4	70	37	74
5	Joko	2	2	0.3	60	31.5	63
6	Maya	4	3	0.5	80	42.5	84.5
7	Doni	3	4	0.4	70	37	74
8	Diane	5	5	0.6	90	47	92
9	Eco	3	3	0.4	70	37	74
10	Lia	4	4	0.5	80	42.5	84.5
11	Rina	5	3	0.6	90	47	92
12	Ali	3	4	0.4	70	37	74
13	Tina	4	2	0.5	80	42.5	84.5
14	Wise	2	3	0.3	60	31.5	63
15	Fitri	4	4	0.5	80	42.5	84.5
16	Rina	5	5	0.6	90	47	92
17	Andy	4	3	0.5	80	42.5	84.5
18	Susie	3	2	0.4	70	37	74
19	Dita	2	3	0.3	60	31.5	63
20	Dawn	4	4	0.5	80	42.5	84.5
21	Nisa	5	5	0.6	90	47	92
22	Rizki	3	2	0.4	70	37	74
23	Eka	4	3	0.5	80	42.5	84.5
24	Yoga	5	4	0.6	90	47	92
25	Early	4	5	0.5	80	42.5	84.5
26	Ria	3	3	0.4	70	37	74
27	Tony	5	4	0.6	90	47	92
28	Rina	2	2	0.3	60	31.5	63

No.	Name	Perception (Scale 1-5)	Level of Participation (Scale 1-5)	Value 1 (m)	Value 2 (%)	Average (R)	Total
29	Adi	4	3	0.5	80	42.5	84.5
30	ayay	5	4	0.6	90	47	92

Coefficient analysis provides insight into the data distribution characteristics of respondents' perceptions of the effectiveness of management strategies in cultural development in Krucil Village. From these results, it can be seen that the majority of respondents gave a relatively positive assessment of the management strategy implemented, with the mean, median and mode values ranging around 4 on a scale of 1 to 5. This indicates consistency in respondents' perceptions of effectiveness of management strategies.

Table 2. Coefficient Analysis Results

Coefficient	Mark
Mean (μ)	3.6
Median	4
Mode	4
Range	3
Variance (σ^2)	1.01
Standard Deviation (σ)	1,005
Coefficient of Variation	27.91%

Coefficient Analysis:

1. Mean (μ): The average value of respondents' perception data regarding the effectiveness of management strategies is 3.6, indicating that in general, respondents' perceptions tend to be positive towards the management strategies implemented.
2. Median: The middle value of the data is 4, indicating that about half of the respondents gave a perception score higher than or equal to 4.
3. Mode: The value that appears most frequently in the data is 4, indicating that respondents' perceptions of the effectiveness of management strategies tend to converge around the value 4.
4. Range: The value range of the data is 3, which shows the variation between the lowest value (2) and the highest value (5).
5. Variance (σ^2): The variance of the data is 1.01, which indicates how far the data is spread from the mean value. The higher the variance, the greater the variation in the data.
6. Standard Deviation (σ): The standard deviation of the data is 1.005, which is the square root of the variance. This provides a more understandable measure of the spread of the data than the average value.

Coefficient of Variation: The coefficient of variation is 27.91%, which indicates the relative level of variation of respondents' perception data on the effectiveness of

management strategies. The higher the coefficient of variation, the higher the relative degree of variation.

CONCLUSION

In light of the analysis conducted, the findings of the PkM (Community Service Research) (Junaidi, 2021) The cultural growth of Jaran Goyang Waterfall in Krucil Village, Probolinggo Regency, has benefited greatly from the management approach that has been put in place. The success of the efforts made is reflected in the majority of respondents' positive perceptions of this management strategy's efficacy (Support Tourism, Ardiansyah, and Adi Hidayat Argubi, & Mbojo Bima, 2017).

The majority of respondents gave a reasonably high rating of the effectiveness of management tactics, despite differences in respondents' perspectives. This indicates that assessments are consistent overall. This suggests that the management approach has been successful in influencing the community.

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