Innovation Of Half Day Tour Package For Beleka Village In Central Lombok NTB - Indonesia

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ABSTRACT

Many tour packages are arranged according to the type of tourism that tourists are interested in. Currently, the type of tourism that is popular among local and foreign tourists is regional crafting tours with a touch of local culture or traditions. This tour can be found in Beleka Village, Central Lombok, NTB Indonesia. Beleka Village has a variety of potential tourist attractions, not all of which have been packaged into a tourism package because the role of the village manager is not yet optimal and maximized. This research aims to identify potential tourist attractions aspeck in Beleka Village for drafting tour package innovation. This research was carried out using an inductive research approach (theory development), with a choice of qualitative methodology, and a case study research strategy as well as the choice of research time: cross sectional. The data collection and analysis are by using reducing data, display data, and conclusion, as well as data analysis using content analysis which had grouped the data finding into categories or themes. For the validity of the data had used triangulation of methods and sources. Triangulation method are used three methods for gathering qualitative data namely: observation, interviews and documentation. While Triangulation of sources were implemented by interviewing 5 informants. The research results obtained data in the following categories: characteristics, novelty, planned programs, and objectives. After Analysing and processing of these four data categories had provided innovative half day tour packages for Beleka Village. To proven the quality of this Half Day Tour package innovation should be delivered and implemented by the next researcher who is interested in this field.

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1. INTRODUCTION

One of the national tourism destinations that reflect the wealth of tourism in Indonesia is Lombok Island in the West Nusa Tenggara (NTB) region. Stated as a tourist destination, Lombok Island has many famous tourist attractions that have been visited by local, national and international tourists. In addition, the popularity of Lombok Island has increased since winning the World’s Halal Tourism Award and World’s Best Halal Honeymoon Destination grants in 2015 (Nugroho, 2015) and also the present of Mandalika circuit which shown International Motto GP Event. This brought Lombok included in the top 10 best halal tourist destinations and international event which is known globally.

Lombok has various kinds of tourist attractions, such as: natural, cultural, and artificial tourism. The attractions were packaged and developed by the government in the tourism village program. A tourism
village is a village that develops natural, cultural, historical, and culinary as well as artificial tourism potential to improve the welfare of local communities through community empowerment and sustainable management of natural resources. (Permadi et al., 2018) explained that tourism villages are a combination of attractions, accommodation, and amenities that are manifested in the design of local life which is coordinated with the overall strategies and customs that apply.

Tour package (package tour / inclusive tour) is defined as a tour by combining one or several visit destinations and various certain travel facilities in a fixed tourist trip, and sold as a separate cost that concerns all components of the tour (Nuriata, 2014).

Tour packages are currently arranged according to the type of tour that is in demand by tourists. The type of tourism that is in great demand by local and foreign tourists is a typical regional handicraft tour with a little touch of local community culture. Tourism like this can be found in Beleka Village. Based on pre observations, researchers found that Beleka Village is one of the tourist villages that has gone and known globally with rattan and ketak handicraft products sent abroad since 1980s. At first, people of Beleka Village struggled in the agricultural sector, but after the rapid development of the handicraft industry, the community decided to pursue this craft field. Although located in the easternmost part of Central Lombok district, the village is still visited by tourists, buyers and consumers to buy or get typical Lombok souvenirs. In addition, there are cultural and historical attractions in the village, but these attractions are rarely visited by tourists because tourists only focus on craft tourism from this village.

The development of Beleka Tourism Village still faces many obstacles, one of which is the development of existing packages that are not sold in the long term because the monotonous tourist attraction design in a package, the role of the local stakeholders has not been optimal and maximized, tourists who visited are only focused on rattan craft centers ketak and ata. According to a presentation from one of the speakers in Beleka Village, that Beleka Village has cultural tourism attractions such as Lingkoq Aiq Inem (place of nede lingkok aiq inem ritual) and the historical site of Kemaliq Lebe Sane. However, there is no innovation in the preparation of travel packages, and seeing that there are many tourists, enthusiasts, buyers and consumers only focusing on buying handicraft souvenirs so that the tourist attraction is rarely even visited by tourists. The results of this study are able to determine the potential tourist attraction in Beleka Village so that the finding datas might provide draft for innovative half day tour packages to Beleka Village.

2. LITERATURE REVIEW

Innovation

Mention in Supardi at, al (2021): bengin from finding the main potential, problem, also data gathering could give solution and direction for innovative tour-package. There was a good example that DWH Bilebante, and DWH Sesaot had brought out alternative tour package (Sri Wahyuni at.al; 2021), it gave a lot of opportunity in doing innovation.

Definition of Innovation

Innovation is the process by which something new is initiated or introduced; the focus of innovation is to create new ideas or ideas that can bring change or progress (Hartini, 2012).

(Kristiawan et al., 2018), innovation is an event, item, idea or method that can be felt or observed by a person or group as a new thing in the form of the result of discrimination or invention.

According to (Schaefer, 2018) in innovation is described as the human goal to make changes, which is associated with the creative capacity of.

From several definitions of innovation according to the experts above, it can be concluded that there is no basic difference related to the definition of innovation. All of the above definitions state that innovation is an idea, method, practical, way and product / service that is observed as new to the individual.

Characteristic of Innovation

According to (Bitar, 2019) the characteristics of innovation are as follows:

1. Has distinctive characteristics

An innovation has a characteristic in every aspect, be it in the program order, system and in the possibility of good results as expected.

2. Has an element of novelty

An innovation must have its own characteristics as a work has originality and novelty.
2. Have a well-planned program
   An innovation means something new done, so it will go through a process that must be carefully prepared, clear and planned.
3. Have a purpose
   An innovation must have a direction or target to be achieved.

**Tour Packages**

According to (Ismayanti, 2010), a tour package is a trip made by a travel agency that includes transportation, accommodation, and consumption in one price.

According to (Desky, 2001), a tour package is a combination of several tourist products, at least two products, which are known to be a unified price that cannot be separated from each other.

According to (Yoety, 1997) defines that a tour package is "A tour that is planned and carried out based on tourist events, time spent on tours, tourist attractions, transportation, accommodation, food and beverages by a travel agency or travel agent at its own risk and responsibility".

From the above understanding, it can be concluded that tour packages are a combination of various industrial products that aim to meet all the travel needs needed by prospective tourists.

(Ayu & Kusuma Dewi, 2016), the preparation of tour packages can be made in 3 forms including:

1. **Outline form**
   Tour packages are presented in a brief description of the program to be carried out and generally contain the day or date of implementation and activities carried out each day.

2. **Table form**
   Presentation in the form of a table with columns including: Day / date, time, event, and description.

3. **Graphic Shapes**
   Tour packages are arranged in the form of images / graphics, in the form of symbols, components that are used based on the order of events.

In (Shania, 2022) according to (Suppa, 2014), to make a tour package can be done in these 5 ways, including: Brainstorming, creating a brand / brand, identifying the target market, combining all tour services, making an itinerary (tour itinerary).

**Half Day Tour**

According to (Rini Eka Sari, 2020) Half day tour is a form of travel based on time, which is taken within 3 – 4 hours. Half day tour is grouped into 3 types, namely:

a. **Morning Tour**
   This tour is held in the morning which starts in the morning and ends at noon. Attractions visited are attractions that have activities in the morning such as monuments, museums, parks or historical places.

b. **Afternoon tour**
   This tour is held during the day starting at noon and ending in the afternoon/ before dusk.

**Research Framework**

The author makes conclusions as a train of thought as seen in the chart below:

![Figure 1 The Research Framework](https://example.com/figure1.png)

(Source.Researcher, 2024)
3. RESEARCH METHODOLOGY

Research Design

This research has been carried out with an inductive research approach (theory development), with a choice of qualitative methodology, and a case study research strategy where this type of research investigates circumstances, conditions, events and activities which then the results are described in the form of a research report (Oktavia, 2020), with the choice of research time: cross sectional namely a set of data to examine a particular phenomenon in one period of time (Umar, 2013). The data collection and analysis is by using reducing data, display data, and conclusion, and data analysis using content analysis that grouped the datas into categories or themes as the result of finding datas. For the validity of the data using triangulation of methods and sources. The triangulation method uses three methods, namely observation, interview and documentation. Triangulate sources by interviewing 5 informants in their natural setting.

Data Collection Techniques

Information assortment procedures are the most essential move toward research, on the grounds that the primary objective of examination is to get information. In this research the author used data collection techniques through interviews, observation and documentation.

1. Observation

In (H. Hermawan & Irawan, 2018) according to (Arikunto, 2002) the observation method is a method carried out by observation, focusing attention on an object by maximizing the five senses.

2. Interview

Interview is a dialogue conducted by the interviewer to obtain information from the interviewee (I. Hermawan, 2019). In qualitative research, interviews can be conducted by means of in-depth interviews or often also referred to as in-depth interviews which are the process of obtaining information by means of questions and answers while facing the interviewer and the interviewer or informant with research objectives (Murdiyanto, 2020).

3. Documentation

According to (Gottchalk, 1950) in (Murdiyanto, 2020) states that documentation is a proof based on several sources in the form of writing and images. The documentation used in this study is documentation on the profile of Beleka Village, including floor plans or maps of Beleka Village, as well as related previous research documents.

Data Analysis Techniques

Data analysis strategies in qualitative research is the most common way of organizing the arrangement of data, gathering it into examples or structures, classes and fundamental units of portrayal.

1. Data Reduction

Data reduction is the most common way to infer, record the main things, focus on the things that are important to find themes and patterns, so that after reduction will provide a clearer picture and make it easier for the author to draw conclusions.

2. Data Presentation (display data)

The presentation of data can be done in the form of narrative text (field notes), charts, graphs, flowcharts and so on. The goal is to make it easier for writers to compile data information effectively and efficiently and easily understand what is happening, and can plan the next work based on what has been understood.

3. Drawing Conclusions

Drawing conclusions is carried out to obtain new discoveries that have never existed before, where the discovery can be in the form of a description or description of an object that was previously still unclear so that after research it becomes clear and tends to be a causal relationship or theory, interactive, or hypothesis.

4. RESULT AND DISCUSSION

Result Research

Triangulation using three methods for data collection such as observation, interview and documentation had got variation of data (primer and seconder) which had analyzed trough content analysis for qualitative descriptive research. The results of the reducing data had been emerging and putting them in each
data categories such as: characteristic, element of novelty, planned program, and purpose. The finding and discussion of this research are as follows:

**Beleka Village: documentation data and observation result analysing**

Local wisdom and natural wealth could be alternative choices for innovation idea (Surayyal Hizmi, et.al: 2023). This similar situation can be found in Beleka village as the essential of data gathering from this research.

![Figure 2 observation data: map of Beleka Village](http://beleke.desa.id/geografis)

Beleka Village is one of the villages with an area of 1,044. Ha. Before becoming a village, it was divided into 2 (two) regions, namely Beleka Lauq (south) and Beleka Daye (north) where Beleka Lauq (south) was in the Ganti Village Area, East Praya District, while Beleka Daye (north) was in the Lekor Village Area, Janapria District. Ganti Village which is an area of East Praya District is in charge of 4 (four) hamlets namely Penyambak, Rupe, Tiba Nangke and Lebe hamlets and Lekor village which is in the Janapria District area is in charge of 2 (two) hamlets namely Beleka Timuq (east) and Beleka Bat (west).

The people of Beleka Village who at that time began to think dynamically pioneered by Youth Figures who were members of the Beleka Student Youth Association (IPMB) including: Mesiruddin (Head of Priode Village 2007-2013), Drs. Ijab Arwadi, Muhammad Saleh, H. Muhammad Nur Gazali, SH (almarhum) H. Hairi Abbas, SH, Misah As'ari, SH, Rumenah, SM. Hk, and beberapa Other Youth and Students tried to unite and release the dependence of Beleka Daye (north) from Lekor Village and Beleka Lauq (south) from Ganti Village, then through a long struggle on May 26, 1990 the six Hamlets located in the area of Lekor Village, Janapria District and Ganti Village, Praya District The East became a Preparatory Village, which was held by Rumenah, Sm. Hk as Village Head, then in 1994 based on the Decree of the Governor of NTB Number: 33 of 1994 Beleka Preparatory Village became the Definitive Beleka Village.

The geographical condition of Beleka Village is not much different from other villages in general in Central Lombok Regency which is a tropical region with an average air temperature of 24°C – 30°C consisting of 2 (two) seasons, namely the Rainy Season and the Dry Season. The boundaries of Beleka Village, including the North: Saba Village, Janapria District, East: Lekor Village, Janapria District, South: Ganti Village, East Praya District, and West: Loang Make Village, Janapria District.

Beleka Village is also famous for its rattan handicraft center. The potential of the folk handicraft industry (Handicraft Industry) on the island of Lombok in general has been developed since 1980 widely and continuously. Especially for the rattan handicraft industry in Beleka Village has been able to develop and be developed to other villages in Central Lombok and NTB.

In line with the times, of course, the rattan handicraft industry experienced ups and downs, caused by the Bali Bombing and the WTC (World Trade Center) of the United States in 2003.

And the potential of rattan handicrafts really needs to be revived, especially to support BIL (Lombok International Airport) because after all Beleka Village is one of the Handicraft Center Villages in Central Lombok, so to support this potential it is very feasible to build the Beleka Village Art Market.
In addition to rattan handicraft centers, Beleka Village also has potential tourist attractions with the official cultural sites, namely Kemaliq Lebe Sane and Lingkok Aiq Inem. Kemaliq Lebe Sane is the official site of the culture and religion of the Beleka people which has been preserved and maintained from generation to generation. Kemaliq in terms of language comes from the word Kamali which means a holy place and easy to pray granted by Allah SWT, while Lebe comes from the word Labbaik which means big and Sane which according to Persi as Beleka people means Nine, so some people believe the nine Wali (Wali Songo) have stopped at Lebe Sane kemaliq in an effort to expand Islam on Lombok Island. The sites around Kemaliq Lebe Sane, are Tugu (Petilasan) Pemban Aji Dewe Mas Lebe Sane, Cave Where Pemban Aji Dewe Mas Lebe Sane Seke, Sekepat, Sekenem, Sepulu, Batu jaran, Lingkok Codek, Lingkok Gong, telage kemaliq, telaga mas, pohon sinek, pohon ranang, Banyan tree. In addition, over time, Beleka Village has two historical maqom, namely Maqom Dewa Lanji with the tradition of persiq bubur and Maqom Baloq Osot with the tradition of bubur beak bubur putek.

Meanwhile, Lingkok Aiq Inem is the place where the ritual "Nede Lingkoq Aiq Inem" is carried out. This ritual is carried out when the dry rainy season is very long, carried out with prayers and eating together. Aiq Inem circle is flanked by community rice fields, so that when heading to the location, the eyes will be spoiled by the vast expanse of community rice fields. So if the potential tourist attractions are combined, it is very feasible if packaged into a half day tour package.

Innovation: presentation of interview data analyzing

Table. 1. data categories such as: characteristic, element of novelty, planned program, and purpose

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Element of Novelty</th>
<th>Planned program</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Rattan handicraft center</td>
<td>✓ Maqom Dewa Lanji and Maqom Baloq Osot</td>
<td>✓ Development in tourism</td>
<td>✓ The existence of special pokdarwis</td>
</tr>
<tr>
<td>✓ Tradition: nede lingkoq aiq inem, persiq gubug and</td>
<td></td>
<td></td>
<td>✓ Development of tour packages</td>
</tr>
<tr>
<td>bubur beak bubur putek.</td>
<td></td>
<td></td>
<td>✓ Expanding networks and relationship</td>
</tr>
<tr>
<td>✓ Historical site: Kemaliq Lebe Sane, Lingkoq Aiq</td>
<td></td>
<td></td>
<td>✓ Improving the community’s economy</td>
</tr>
<tr>
<td>Inem.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ Religious tourism: maqom Dewa Lanji and maqom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baloq Osot.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Half Day Tour Package

The brand of the tour package is “Half Day Wonderful of Beleka Tour” with the target market is local and foreign tourist. For the itinerary and the calculation of price (quotation) as suggested below:

a. Itinerary

Table. 2 Itinerary Half Day Wonderful of Beleka Tour

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.00 – 13.15</td>
<td>Welcoming tourist</td>
<td>Local tour guide attendants welcome tourists with flower arrangements.</td>
</tr>
<tr>
<td>13.15 – 14.15</td>
<td>Explore rattan craft making</td>
<td>Local tour guide attendants explain tools and materials in making crafts.</td>
</tr>
<tr>
<td>Customize</td>
<td>Rattan making practices</td>
<td>Tourists practice making crafts.</td>
</tr>
</tbody>
</table>
15.45 – 17.30

Follow the procession of the culmination of the tradition of Nede Lingkoq Aiq Inem

Local tour guide attendants explain the tradition of Nede Lingkoq Aiq Inem and tourists follow the procession of the peak of the tradition as well as eat together at the location.

b. Quotation-Calculation

Table. 3. Half Day Wonderful of Beleka Tour Package Quotation

<table>
<thead>
<tr>
<th>DESKRIPSI</th>
<th>1</th>
<th>2</th>
<th>3-4</th>
<th>5-8</th>
<th>9-16</th>
<th>20-30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>400.000</td>
<td>400.000</td>
<td>400.000</td>
<td>600.000</td>
<td>600.000</td>
<td>1.000.000</td>
</tr>
<tr>
<td>Airport Parking Fee</td>
<td>10.000</td>
<td>20.000</td>
<td>30.000</td>
<td>30.000</td>
<td>30.000</td>
<td>30.000</td>
</tr>
<tr>
<td>Guide Fee</td>
<td>100.000</td>
<td>100.000</td>
<td>100.000</td>
<td>250.000</td>
<td>250.000</td>
<td>250.000</td>
</tr>
<tr>
<td>Melas for Guide / Driver</td>
<td>20.000</td>
<td>20.000</td>
<td>25.000</td>
<td>25.000</td>
<td>50.000</td>
<td>50.000</td>
</tr>
<tr>
<td>Grand Total</td>
<td>530.000</td>
<td>540.000</td>
<td>555.000</td>
<td>905.000</td>
<td>930.000</td>
<td>1.330.000</td>
</tr>
<tr>
<td>Price / Pax</td>
<td>530.000</td>
<td>270.000</td>
<td>185.000</td>
<td>181.000</td>
<td>103.333</td>
<td>66.500</td>
</tr>
<tr>
<td>Mineral Water</td>
<td>5.000</td>
<td>5.000</td>
<td>5.000</td>
<td>5.000</td>
<td>5.000</td>
<td>5.000</td>
</tr>
<tr>
<td>Snack</td>
<td>15.000</td>
<td>15.000</td>
<td>15.000</td>
<td>15.000</td>
<td>15.000</td>
<td>15.000</td>
</tr>
<tr>
<td>Grand Total</td>
<td>550.000</td>
<td>290.000</td>
<td>205.000</td>
<td>201.000</td>
<td>123.333</td>
<td>86.500</td>
</tr>
<tr>
<td>10% - profit</td>
<td>55.000</td>
<td>29.000</td>
<td>20.500</td>
<td>20.100</td>
<td>12.333</td>
<td>8.650</td>
</tr>
<tr>
<td>Sale</td>
<td>605.000</td>
<td>319.000</td>
<td>225.500</td>
<td>221.100</td>
<td>135.667</td>
<td>95.150</td>
</tr>
</tbody>
</table>

| Rate 14.277/$         | 42   | 22   | 16   | 15   | 10   | 7     |

Source: Researcher, 2024

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Beleka Village has attractions that have not been touched by tourists or have not been included in existing tour packages, namely the tradition of Nede Lingkoq Aiq Inem, persiq gubug and the tradition of bubur beak bubur putek.

Judging from the problems contained in tour packages that are already available in Beleka Village but cannot be sold effectively in the long term, researchers innovated tour packages with the Wonderful of Beleka Tour brand where the target market in this tour package is local, national and foreign tourists. In the innovation of this Half Day Tour package, there are innovative activities in tourist attractions, namely tourists not only visit tourist sites but they can see and follow traditional processions or traditions in Beleka Village.

Recommendations

From the research findings, the following are recommendations or suggestions that researchers provide as reference material or input for the future, namely:

1. Re-optimize the role of village managers in developing products in the tourism sector.
2. It is hoped that the innovation of this half day tour package will be marketed so that it can bring income to Beleka Village.
3. Further research is needed for the latest innovations in the form of research and development (R & D).
REFERENCES


