

HUMAN RESOURCES MAPPING OF CUPAK JOMBANG TOURISM VILLAGE

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ABSTRACT

This research was conducted with the aim of formulating a mapping of Human Resources in order to support the development of tourism in Cupak Jombang village. This research was conducted using a descriptive method to obtain a map of Human Resources consisting of identification of gender, age, educational background, work experience and competencies possessed by the people of Cupak Jombang. Data collection was carried out through a survey with a questionnaire instrument for the community to support the growth of tourism villages in Cupak Jombang. After the data is collected, it is analyzed using descriptive analysis. The results showed that most of the respondents in this study were 49.65% male and 50.35% female, aged 20-70 years, on average had secondary and lower education and most worked in agriculture and entrepreneurship. Furthermore, respondents have competence in the field of business and business of mat craftsmen, and they are experts, because this work has been occupied for a long time and requires special expertise. They were very enthusiastic when their village was developed into a tourist village and are willing to play an active role and take part in their respective fields. They also want some training in managing a tourist village, and other training such as planting and caring for agriculture, marketing training, culinary, catering and so on. because this work has been occupied for a long time and requires special expertise. They were very enthusiastic when their village was developed into a tourist village and are willing to play an active role and take part in their respective fields.

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1. INTRODUCTION

Tourism in Indonesia is one of the main sources of income for the economy, tourism development as a whole is expected to be able to create many jobs in areas that are tourist destinations. One area that has interesting tourism potential to be developed is Cupak Jombang, East Java, Indonesia. Jombang has tourism potential with natural and religious tourist attractions to be developed. In general, there are many regions in Indonesia that have natural and cultural wealth that have the potential to be developed within the tourism framework and have the ability to become world-class tourism destinations. One of them is the area of Jombang

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Regency. As for the local government regulations of Jombang Regency regarding tourism development regulated in Jombang Regency Regional Regulation Number 21 of 2009 article 10 paragraph 5 Concerning the Development of Tourist Attractions states that the strategy of providing space for investment in the industrial, tourism, agricultural, plantation and forestry sectors is one of the development tourism objects and facilities.

Cupak Village is located in the Ngusikan District, Jombang Regency. The village resulting from the expansion of the Kudu sub-district is located in the northern part of Jombang Regency which borders Mojokerto Regency and Lamongan Regency. Winarsono as the Head of Cupak Village said, Cupak is a remote village out of eleven villages in the Ngusikan sub-district, which has three hamlets namely Cupak, Asemgede and Kromo. Cupak also has excellent potential which is very interesting. Winarsono said, there are three great potentials in Cupak Village.

First, Cupak Village has a religious area of Mount Pucangan. The place, which has relics from the site of King Airlangga, is often visited by residents as a historical tourist spot to find out the traces of King Airlangga's journey with the existence of ancient tombs, one of which is Dewi Kilisuci. Second, Cupak Village applies intercropping patterns in the vast mountains. Plants such as corn, porang and gadung are planted using terracing techniques in the middle of teak forests.

Third, is the craft of woven klos (mat). The residents of Cupak Village use pandan leaves as a craft to make mats. Not infrequently, Cupak Mats are ordered to other areas such as Mojokerto and Surabaya. Finally, Winarsono hopes that with the Matching Fund activities in Cupak Village, it can help develop the village economy and increase the income of the surrounding community in a sustainable manner.

A tourist village is a village that is used as the foundation for tourism objects that are prepared for tourism activities by exploring local potentials that are being perfected in the local area. Tourism villages can develop if there is active involvement or participation from the community, support from various stakeholders, including the government, support from the private sector as SMEs, local investors, and support from universities (Mujanah, 2015).

The growth of tourist villages is carried out by human resources in the way they manage them. Starting from planning, thinking and controlling various activities that must be carried out in order to develop a successful tourism village. For this reason, it is necessary to know what qualifications of human resources a region must have. Because with the existence of human resources who have the appropriate qualifications, the greater the chance they can create a successful tourism village. Human Resources as a key factor for success in realizing tourism development, as a driving force in creating tourism industry products, and as a determinant of competitiveness and this can be realized through education and training (Sri Pajriah, 2018).

To find out whether the quality of human resources is as expected, it is necessary to have human resource mapping to determine the direction of future improvement. Therefore, to develop Cupak as a tourist village, it is necessary to map human resources properly. For this reason, management, mapping and development of human resources must be an important point in the organization. By mapping human resources, the local community will obtain accurate data about the capabilities and potential that exist in each community. This is what encourages HR mapping to be carried out in earnest to support and prepare for the development of a tourism village in Cupak Jombang Village.

Based on the background and phenomena above, the researcher wants to suggest how to map human resources based on age, gender, educational background, occupation and ability of the people of Cupak Jombang village, East Java. How is the readiness of human resources for the

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development of a tourist village, and how to improve the qualifications of human resources as the basis for the development of a tourism village in Cupak Jombang village.

2. METHOD

This research activity is one of the 2022 Matching Fund activities obtained by the Accounting Study Program, Faculty of Economics and Business, University of Surabaya on August 17, 1945 in Cupak Village, Ngusikan sub-district, Jombang Regency, which became the basis for determining the research area.

This research was conducted using a descriptive analysis method where the data obtained from the results of distributing the questionnaires were tabulated and a descriptive analysis was carried out, namely by looking for percentages and averages to get an overview of the map of human resources in the object. The data source used is secondary data obtained from population documents in Cupak Jombang, while primary data is collected through a survey method of sample communities to obtain community identification and competency data that can support the development of tourist villages in Cupak Jombang and then described as a model map. Human Resources at the research site.

Population and Sample

The population in this study were residents of Cupak Jombang Village who had developed their village as a center for religion and crafts as well as agriculture. Ngusikan District, Jombang Regency with a population of 1005 people. However, in this study a random sample will be given a questionnaire to anyone encountered during data collection and 150 respondents will be obtained.

Respondents will be mapped in terms of age, gender, educational background, and occupation. Meanwhile, to get an overview of HR competencies, a random survey will be carried out on samples taken from the special village of Cupak, Jombang. In addition, their competency and training demands will also be known through the questionnaire given to them.

Data collection and analysis techniques

Data collection in this study was carried out using a survey method with a questionnaire instrument to the community around the village regarding age, gender, last education and employment. Additional information such as their competence, and responses to the possibility of developing a tourism village. As well as questions about the readiness of implementing tourism villages.

Once collected, the data is analyzed using descriptive statistics, namely the frequency distribution which will explain the mapping of human resources consisting of age, gender, last educational background, and occupation. Meanwhile, to analyze community competence, it will be carried out with a normal distribution. Data analysis will be carried out with the help of SPSS software.

3. RESULT AND DISCUSSION

This research studies the process of mapping Human Resources in order to prepare for the development of Religious Village tourism. Mapping Human Resources is needed to determine the direction of growth of the workforce needed in the development of tourist villages. This section describes the results of a survey in the village of Cupak Jombang, Ngusikan District, Jombang, East Java Province. The data is presented in the form of mapping consisting of religious village profiles, identification of the population who are respondents in this study

consisting of gender, age, education, occupation, competencies possessed, response to tourism development. villages, and the need to increase the desired competency information.

Results of analysis and discussion

This research was conducted using a survey data collection method with a questionnaire instrument. After the data was collected, statistical analysis was then carried out using SPSS software to determine the value of the frequency distribution and the average value per question item asked to respondents, so that the results can be described as a Human Resources map model in the context of village development.

Figure 1 shows a map of Human Resources (HR) starting from the identification of respondents consisting of the respondent's gender, age, educational background, work experience and competencies possessed by HR. The results showed that the respondents in this study were mostly male, namely around 49.65%, while the remaining 50.35% were female. Thus, women are more involved in doing work in this village, this shows that the people who dominate this business as farmers are men while most women are craftsmen, grocery stores.

The age of the respondents varied between 31-40 years, namely 21.60%, then the second order was 51-60 years (20.37%), while those aged over 60 years were only a few, 11.73% while the rest. in the dominance of young people under 30 years old, this shows that those who become farmers and shop entrepreneurs in Jombang are people over 30 years old, while those who are still young prefer other jobs, for example working in companies or in other places. other.

The educational background shows that 50% have elementary school education, while 26% have junior high school education and 22% high school education, but there are also those who have a bachelor's degree or diploma, although not many of them. Thus, it can be said that most of the people in this research area are equivalent to elementary school graduates.



Most of the respondents' jobs are agriculture and mat entrepreneurs, as shown in Figure 1, 70% of whom are farmers while the second is a pandan mat business (20%) whose businesses have different sizes. small to large. While other jobs vary from the charcoal business and grocery retail (10%).

Many respondents have been loyal to their jobs for several years, 37.65% of them have worked in their respective fields for 9-11 years, there are also those who work for 12-14 years

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as much as 26% and 24.07% work for 6- 8 years and the rest 5 years and under and only a few experienced over 13 years. This shows that residents in Cupak Jombang Village are ready to form a tourism village.

COMPETENCE

Competence is a person's ability consisting of knowledge, skills and behavior in the field he is involved in. The competence in this study is the ability of Cupak Jombang residents in agriculture and craftsmen. Competence in this study was measured by several indicators, namely knowledge, skills, behavior such as behavioral commitment to the environment and respect for others. Each indicator was asked through a questionnaire that resulted, the highest category was responsive to the environment with an average score of 4.37, then respect for others (4.37) and commitment (4.31), and then knowledge (5.3) and skills (4,279.). This shows that one's success in running a business is in terms of behavior towards other people and responsiveness to the surrounding conditions.

When viewed from the competence possessed by the respondents, it shows that most of the respondents have competence as farmers, namely 100 people or 50% of respondents, while the rest are craftsmen (30%), besides that there are also those who are competent in their fields. culinary sector (10%), charcoal production (4%) etc. This shows that the residents of Cupak Jombang village already have special expertise in agriculture, so it is very suitable if Cupak Jombang is developed as a tourism village. Later it will be equipped for tourism facilities such as educational tours of Porang farming, rice, corn, culinary and also additional facilities to support religious tourism because after all Cupak Jombang Village has an attraction also in Religious Tourism. Figure 1 also shows the level of ability possessed by the people in Cupak Jombang Village, most of them admit that 65% have high abilities and even 19% feel they have very high competence and only about 17% have sufficient abilities. This shows that the respondent has a lot of experience so that he has a high ability to develop his business as a farmer and sell handicrafts and there is no need to doubt his abilities.

Community Response to Tourism Village Development

This research was conducted to describe the map of human resources in Cupak Jombang, especially in Porang producing and selling villages, etc. in terms of population diversity; age, gender, educational background, and occupation, required qualifications and competencies. As well as increasing the qualifications of human resources as the basis for the development of a tourist village in Cupak Jombang. Community response to the development of Cupak Jombang as a tourism village can be seen in the tabulation and discussion below.

Competency Development Needs

Respondents in this study were mostly farmers and mat makers, although they claimed to have high competence but still felt the need to improve competence with training, this was needed by around 73% of respondents who wanted to be given training.

After being asked further what kind of training the respondents wanted, most of the respondents wanted training in agriculture such as cross-breeding, making new plant varieties, maintaining plans, getting to know various types of agricultural products, and gardening, this possibility is for those who work as farmers, there is also those who want online and offline marketing training so that Cupak Jombang products can enter the digitalization era, there are also those who want training in the culinary field, making souvenirs, making crackers, and preparing to manage the village.

4. CONCLUSION

The human resource map in the study locations shows that those who are active in the farming and florist sector are between 20-70 years old, and the number of men and women has a ratio of 49.65% for men and 50.35% for women. This condition really supports village development, where the number of productive farmers is male while women only make pandan mats and run grocery stores. Most of them are elementary school graduates. While most of the jobs they have are farmers and pandan mat craftsmen, and only a small number have other jobs such as culinary business, souvenir making and charcoal making. Looking at the qualifications of the population, they already have high qualifications as well as the competence of the population is also high in supporting the implementation of village development, especially when supported by the potential for religious tourism, the village of Cupak Jombang has the potential to be developed. Apart from that, they also respond positively to the development of villages in their area and will play an active role in the tourism village activities that are being developed. Based on the findings above, activities are needed to further improve human resources qualifications as a basis for the development of a tourist village in Cupak Jombang Village. Such as by conducting training such as the planting process to produce good seeds, marketing training, product innovation training on pandan mats, business catering training, creativity training on making souvenirs from pandanus and training on managing village tourism. where all of that is to support the formation of a tourist village in Cupak Village, Ngusikan District, Jombang Regency.

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