

# The Changes of Trumpon Tourism Village Development as the Impact of Social Aspect Changes

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**Abstract:** *The purpose of this research is to find out the changes seen from social aspect to develop Trumpon tourism village. The used analysis is descriptive qualitative by exploring various sources to gain the data. The findings of this research are conceptually understandable that the changes occurred when the availability of social members to leave old cultural elements and social system and the people moves to use new cultural elements and social systems.*

**Keywords:** Tourism village and aspect of changes

## 1. Background of the Problem

Indonesia is one of potential countries in tourism sectors. The existence of attractive enchantmentspread in whole islands and its growing and developing cultural values in Indonesian becomes the supportive factors in the development of tourism sector industry. Government also plays important roles in arranging the Rules of Indonesian Republic Number 10. Year 2009 about tourism, Chapter III, Article 6, by giving requirements as follow: the object development and the enticement of the tourism are done by considering (1) the ability to support, develop, increase economy and cultural development and socio-cultures, (b) the values of religion, custom, and point of views and living values in society, (c) cultural preservation, the quality of the environment and life, and (d) the continuity of the tourism business.

Inside of national tourism mapping, Yogyakarta has the second great potency after Bali. It is based on some factors becoming the power of tourism in Yogyakarta, such as inside of perspective of tourism object variety. Tourism object variety forms are the availability cultural tourism such as Candi sites, Palace or Keraton, and attributes related to Keraton. Yogyakarta also has potency in handicraft industries, such as earthenware and silver handicrafts. Other great potencies are the availabilities of formal and informal education, asserting the status of educational city.

Yogyakarta is predicated as cultural, revolutionary, educational, tourism, gudeg, batik, and Thorny palm fruit city. Thorny palm fruit becomes the prior commodity for the city because it has the central location to produce Thorny palm fruit, Sleman Regency. In its development, the area does not only become central to produce Thorny palm fruit but also to develop other tourisms based Thorny palm fruit cultivation.

Trumpon tourism village becomes an area starting its tourism potency. It is an agro tourism located in Merapi mountain mountainside, offering beautiful panorama and farms of Pondoh Thorny palm fruit, arranged beautifully. Around the area, there is a three leveled tower to make

visitors able to enjoy the panorama of Merapi, Merbabu, Menoreh, Sumbing, and Southern Mountains.

As a tourism object, it has been a must for Trumpon tourism village to develop based on facility and supportive infrastructure development, in which they will help to improve value added of the object. In continual development, it will never be separated from consumers' attitudes, greatly influenced by tourism object attributes. Since most tourists have different preferences to go on certain tourism places.

Meanwhile, in Trumpon people's perspective, the existence of the village as the part of natural tourism commodity has influenced their economy social lives. As it is understood that industrialization in village is still seen as solution of narrowing field of farming sector. As the impacts, the existence of a certain industry on a society will bring living pattern changes.

The transition of the people's profession from farming sectors into industrial sectors will cause differentiation inside of structures of profession to other sectors. Other sectors, such as trading and small industries, will appear and experience development. The emergence of new industry inside of society will cause tendency of plural society emergence with various cultures and skills, so it will create new various job opportunities. By the development of industries will decrease the numbers of unemployment and will create new society with various skills.

In its development, farming sector will still run along with trading and tourism industries in which will increase as the emergence of tourism village due to the combination of v farming and tourism sectors.

In this review, the authors will identify the changes of social and economy aspect of the people in Trumpon as the influence of the emergence of tourism village in Trumpon. The existence of the village has motivated many social and economy changes in the environment. Then, the changes will have backwash contribution toward the development of the village.

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The purpose of this research is to find out the development of social and economy condition in Trumon Tourism Village before and after the development.

## 2. Review of Literature

### Social Change Theory

Society is indicated by changes. The level of changes between one society to other society may be very different. The changes occurred due to the attitudes of the changed society (Lauer, 1993:42, 158).

In each society, humans in their lives will experience changes. The changes in society can be about social values, social norms, behavioral patterns, organization, society's institutional structures, society's elements, authority, social interaction, and so forth (Soekanto, 1987:282).

Basically, social changes occurred due to the members in certain times do not feel satisfied toward the current situation. The old norms, social institutions, or living facilities are not considered to help the current new living needs (Abdulayani, 1994: 164).

Some experts state that the tendency of social changes is normal symptoms, emerging from social interaction. Other experts argue social changes occurred due to changes inside of elements in which defend the balance of society, for example: changes inside of geography, biology, economy, or culture (Soekanto, 1987: 283). Social changes are defined as essential different conditions in social elements, compared to the previous situation (Hendropuspito, 1989:256). Gillin and Gillin state social changes are variety of living ways in which have been accepted, caused by the changes of material cultural geography, people's composition, ideology or due to the diffusion or new findings inside society (Soekanto, 1987: 285).

Another definition by Soemardjan, stating that social changes involve any change inside of social institution in society influencing social systems, included values, attitudes, and behavioral patterns among groups inside of the society. The emphasis of the definition is on social institution as the primary association of humans, what changes will influence other aspects of social structures (1987:285).

Each society's changes will never be static. It means from time to time, it will be found any difference inside of society. Each social changes as reality becoming the review will bring three aspects: human, time line, and place aspects, with another word, each change means to be moved by human, in a certain time unit and environment (Hendropuspito, 1989:256). Certain social changes in certain life domain also does not stop on a certain point. It means social changes of the individuals are independent; the changes of other fields will follow. It is caused due to social institutional structures in society in which the nature is continual. The changes will happen in economy, social level structure, reasoning pattern fields and so on, in which correlated each other (Soekanto, 1987: 291).

These changes are not only about *progress* but also *regress* of the society related to certain living fields. It means to guarantee the progress will need prepared reasoning about every hindrance, and what sources will be able to achieve the purpose. The changes of the society is normal symptom, influencing quickly to other worlds, such as modern communication. The changes are bound by time and place but because of the continual natures, then the situation will always last although sometimes will be transited by condition of the society in which the society holds reorganization of society's element structure affected by the changing process (Soekanto, 1987:283).

A certain change is considered valuable if one of the elements appear excellently and surpasses other elements so they will be powerless or they do not function anymore and the functions of society will be hindered. Honestly, it needs to be acknowledged that each social change will bring positive influence. Even in this purpose will have the main planning purposes of changes. However, besides the positive backwash, there will be also unexpected backwash repelling other social elements. If it is considered, social changes generally bring changes toward one of social elements: social, functional, or both social and functional structures. The changes are related to functions meaning that the functions are not appropriate or not able to produce services determined by needs from on certain times. Indeed, society in this case will not change. The one change is social need element. The multiplied needs will have difficulties to fulfill. To fulfill the needs, social structures must be changed, as for example by using modern technology product (Hendropuspito, 1989: 257).

The existence of industry in a certain society whom does not recognize industry, will bring consequences to interaction between cultural patterns; industrial cultures and local cultures. When the local culture is agrarian cultures, then the interaction will appear as interaction between industrial and agrarian cultures. In such interaction, one culture will influence other cultures.

### Factors of Social Changes

To learn a certain change occurring in society, there is a need to find out the causes of the changes. When they are investigated comprehensively about what the causes of a certain change inside of society, generally it can be said that the one changed consciously or unconsciously by the society is something considered not to satisfy anymore. The causes making society not to be satisfied anymore on certain factor may be due to the latest factor is more satisfying, functioning to substitute the previous factors. It is also possible for the society to hold the changes because of force to adjust certain factors to other factors in which already experience changes previously (Soekanto, 1987: 299).

Factors causing the changes do not always have similar backwash. There is a time the factors will cause small changes, seeming pointless (however, it has had changes). In other parties, it will be seen that in every field, changes occur slowly. The expected changes will take longer time. Therefore, it is an effort to change the values and reasoning patterns in which have been instilled strongly in previous

eras, supported by tradition. In certain society, preferred changes may be occurred by society (Soekanto, 1988:93).

### Channels in Social Changes

Social changes from step to step runs as a certain amount taking time process. Social changes also need channels. What is meant by changing process is social channel existing in society, generally controls the flow of social life. Social channel in sociology is commonly called as social institution. The same social institution with same function can be valued differently by society. Some institutions seen to be able to deliver the process of social changes in certain aspects are (Abdulsyani, 1994:269):

- a) Religious institution as morality change channel, as for example amoral person becoming moralized person.
- b) Educational institution, changing process delivered by this institution is limited on intelligence and humans' knowledge.
- c) Political institution. It is related to matters of politic domination changes and governing system.
- d) Economy institution. It is related to society wellbeing from lower wellbeing, it improves to higher wellbeing.
- e) Communication institution. It covers important things to know broader. It triggers attitude and behavioural changes. To deliver such information, communication institution is seen the most suitable.

### Adopting Society to the Changes

The balance or the harmony in society is a situation dreamed by each society. By having balance inside of society, it is intended as a situation in which main social institutions really function and empower. Inside of such situation, psychologically, an individual will feel tranquility due to the absence of normative and value violation (Soekanto, 1987: 314).

Each time a notion toward the balance occurred, society may deny or change the structures of social institutions to get a new element. However, sometimes the new element is forced by certain power. When the society cannot deny due to the force of new element, it can trigger chaos. The effect still exists but it has lower impact and is still limited. Norms and values will not be influenced and can function normally (Soekanto, 1987: 314).

There is a time when new element and old element are opposite, and simultaneously affecting the society. It means a certain continued disturbance in society. Such situation means the tensions and anxiety among people of the society, having no channels to solve or provide solution. When this imbalance can be normalized, then the situation is called as (*adjustment*), when it is opposite, it is called as (*maladjustment*) (Soekanto, 1987: 314).

### Consumers' Perception

Perception is a selecting, organizing, interpreting stimuli of environment to coherent picture process of an individual (Assael, 1995: 185). Perception depends on physical stimuli, environment, and condition inside of an individual.

Kotler (2000) explains perception as process of how people select, manage, and interpret all information input to create meaningful description. In this case, perception covers object interpreting, accepting, having stimuli input, stimuli organizing, and interpreting toward already organized stimuli by influencing behavioral and attitude formations. Robbins (2003) describes perception in its relation to environment, such as process in which individuals organizing and interpreting sense impression to give meaning to their surroundings.

It is explained by Robbins (2003) that although individuals see one same thing, they will interpret it differently. Some factors work to create and sometimes, reverse the perception. The factors are:

- 1) Perceiver
- 2) Object or perceived
- 3) Context of situation

It is different to perception toward non living thing, such as tables, machines, or building, perception toward individuals is about conclusion based on the individuals' action. Non living object is charged by natural law but it has no belief, motive, or intention such as on human. The impacts, individuals will struggle to develop the explanations why they act so. Therefore, perception and judgment of individuals toward other people will be greatly affected by subjunctions taken from the internal of the person (Robinson, 2003).

### The Definition of Tourists

As already known, many foreigners visit a certain country. But it is important to know that not all of them visiting a country can be called as tourists. Salah Wahab in Musanef's book groups foreigners visiting a certain country into 4 important groups: *imigrant, visitors, residents, and diplomatic staff and military members* (Musanef, 1995:15).

If it is seen from those four groups, only the second group, visitors, is the group used for tourism statistical data and as the respondents of this research.

According to United Nation Conference on International Travel and Tourism, in which had a court in Rome in 1963, stated as follows: *visitors is any person visiting a country other than that in which he has his usual place of residence, for any reason other than following occupation remunerated from within the country visited.* According to the definition, what is called as visitors are individuals visiting a certain country from their homeland with intention not to find out or are in position of certain jobs to earn living support in the visited country.

### Validity of the Data

Triangulation is a technique to check validity of the data using another specific thing. Outside of the data needed to check or as comparison toward the data. The most used triangulation technique is checking from other sources (Moleong, 2005: 330).

Conformability is done by comprehensively observing and not only just slightly observing toward the data or sufficient information.

The limitation of reference availability can hinder the authors to interpret the data gained. Therefore, to avoid that situation, review of literature needs complete reference.

### **Technique of Analyzing Data**

The steps of analyzing data is a step of analyzing the collected complete data from field, and using the data to successfully conclude the righteous to answer the problems proposed in the research (Koentjaraningrat, 1997: 269).

The data analyzing method is done quantitatively by grouping and selecting the data gained from the research, then it is correlated to the investigated problems based on the quality and existence.

## **3. Description of the Findings**

### **The Beginnings of Society's Interaction to Trumpon Tourism Village**

The interaction of Trumpon tourism village's society with tourism business was started around 2003 by beginning to introduce this village as one of tourism villages. In the beginning, the tourism business was inspired by local natural potency located in Mountainside of Merapi mountain and has good Thorny palm fruit Pondoh cultivation base inherited generation to generation. This thought is based on assumption if Thorny palm fruit Pondoh cultivation in the village will only be done traditionally, then it would be left by local people due to their living needs in which gets higher and are not supported again from the main earning, using Thorny palm fruit.

### **Social Condition**

#### **Mindset Changes**

The existence of industry in a certain place will cause changes on social life of the society. Here is the description of social changes occurring in society of Trumpon village. It can be seen in perspective of society's mindset changes.

Trumpon village is famous with its famers, both as the owner or the worker. The society of this village is agraris, depending their lives originating from soils. Their abilities are inherited through generation from each of their parents.

The emergence of tourism industri in the village will contribute significantly to structures of their primary job changes. The changes are due to the awareness of the people about the low quality of their agricultural lands in which year by year decreasing, and also by the existence of local small tourism business from the people followed by some other people of the villange.

This transition from agricultural industry to tourism industry cannot be done at once, but step by step. Most of the people move to be a seller or owning a homestay based on the changes of mindset pattern, assuming that the business in

tourism fields will bring grater benefits compared to agricultures.

Besides that, most of the people use their comercial business and the tourisms to earn more benefit outside of Thorny palm fruit farming. It is based on the changes of the mindset assuming that the natural source condition has no longer supported to run agriculture business as the only profession.

To run trading and tourism business, the capital needed may be lower and higher. Some of the people sell some of their lands to be the capital. But, some other people also figured out the way to solve the problems by selling Thorny palm fruit in small parties, so they do not need greater amount of capital.

The existence of trading and tourism business in the society whom previously relied on agriculture sector will trigger new living patterns. Agraris society are homogeneous society in terms of nations, living varieties, or skills in solving task and daily activities as well as special skills to get certain jobs. Their skill are traditional skill inherited from their ancestors or found during doing something.

Meanwhile, the existence of trading and tourism business in which can be run as alternative and complement of agricultural business are seen to be prospectful and promissing. Its changing minset becomes the principle for some of the people to sell their farms, in which will influence to the lower number of their farms because the changing functions to be trading and tourism business.

In this research, it is explained that the existence of Trumpon tourism village bring foreign culture outside of the village into the society's life. The embodiment of the cultures are trading and tourism business. The developed skill and knowledge by the people are the results of education process experienced directly and gradually. In the development, the interaction of foreign cultures are naturally accepted by the society as something positive replacing the previou one, that is becoming farmers.

#### **Environmental Changes**

The success of a development will not be separated from the roles of private parties and business world. The active participation done accordingly to the portion will not only live economical cycle but also overall regional development. In this case, the government's roles as regulator, regulating problems related to allowance related to regional asset management, causes of arrangement in utilizing local asset of Sleman Regency in which becomes very important.

In this context, the development of Trumpon tourism village, the government facilitates the involvement of private parties and society to develop the area. As the result, now it can be seen some environmental arrangement in whicl will be greater capital for the development of the village.

#### **The Conditions of Economy**

The growth of the people's numbers in the village whom involving in tourism business cannot be separated from positive trend about the development of the numbers of visitors coming to the village. This numbers create

additional facility needs such as homestay which has been motivating the local people as income alternative.

Generally, it can be concluded that the initial interaction of the society in the development was started from slow development of agricultural business in the village. The condition insisted the people to find out alternative incomes besides agriculture. The decreasing fertility causes lower agricultural productivities. This condition continued until it could be concluded that agricultural commodities have not been able to support living standards of the people.

Trumpon tourism village era can be said was started by the existence of a certain numbers of visitors in which the trend is getting higher and motivating the awareness of a few people of the village to sell their commodities and homestays.

**Income Level Changes**

The existence of industry in certain region will cause changes in their living patterns, included in terms of social mobility. Social mobility can be defined as a movement from one social class to other social classes.

The development of trading and tourism business in the village brings positive impacts toward the people’s lives. It can be seen from the decreasing numbers of unemployment in the village.

According to some informants, the economy condition of the village before the existenc of the industry was experienced to have nothing special in common. It means, they still had some living needs supported from agricultures.

By the existence of tourism village, the numbers of unemployment of the village can be decreased and their earning can be increased.

Increasing social mobility in economy field as gotten from interview also can be seen on statistic data. Based on the interview with the local author officers, it can be known if the people’s earning has significantly increased. To get that social status in the society, the people start to leave the current social system of the village. The social systems in the society are norms and social values in the village. Each person, in his life, ever eperienced changes. The changes inside of society can be about social values, norms, behavioral patterns, institutional structures, elements inside of society, authority, social interaction and so forth.

**Table 4.6:** The Conclusions of Social and Economy Change Conditions of Mardikorejo Village before and after Becoming Tourism Village

<i>Variable</i>	<i>Before Becoming Tourism Village</i>	<i>After Becoming Tourism Village</i>	<i>Conclusions</i>
<b>A. Social</b>			
1) Mindset changes	Agricultural life orientation	Agricultural life orientation added by trading and tourism business	Positive
2) Environmental changes	Relative natural environment and not well arranged	Better arranged and condusive environment for tourism development	Positive
<b>B. Economy</b>			
1) Occupation changes	Being farmer as primary occupation.	Primary occupation as farmer, trader & businessman of tourism.	Positive
2) Income level changes	Income depending on agritulcure.	Increasing incomes by sources from agricultures, trades, and tourisms.	Positive

Based on the table, it can be concluded that the existence of Trumpon tourism village actually has positive contribution for social and economy lives of the society. It can be indicated by the changes of social condition: from mindset pattern changes and the development of the environment’s facility and economy condition changes related to occupation and income level changes.

**4. Discussion**

The existence of trading and tourism business in the village bring positive contribution to the society. The characteristics of the businesses which have different characteristics of agricultural business – as traditional profession of the people – are able to essentially change the social structures of the people.

Conceptually, it can be understood that the social changes occured when there is availability of social members to leave old cultural element and social systems and move to the newest ones.

Mindset becomes one of the aspects experiencing great significant.

It is assumed as the result of the existence of trading and tourism business to replace the previous occupation, being farmers.

In this context, it can be understood that changes are not merely an advancement but also regression of the society, in relation to living domains and its social norms.

In this context, the developemt of tourism, social and economy changes in which have been resulted from the existence of the village, is expected to motivate active participation from the local people to keep and improve the village’s potencies.

**5. Conclusion**

The existence of trading and tourism business in the village gives positive contribution toward the society.

The existence of the businesses in the village also motivates the changes of social economy, related to changes of occupation and income level of the society.

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## 6. Suggestions

The government of the village should actively participate as facilitator to develop trading and tourism business in Trumpon Village.

The people of the village need to keep the existence of their social values. The gathering forums among the people can be one of alternative medium in which is still able to be well managed.

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