

# Institutional Development of Osing Tourism Area To Face Of Globalization

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## ABSTRACT

This research resulted in the development of institutional policies Osing tourism based on Governace Democratic to face of globalization which is done through the identification phase of the tourism potential, readiness tourism, infrastructure conditions and institutional as the carrying capacity of tourism development Osing. The method used is descriptive qualitative with data collection techniques through observation, in-depth interviews, focus group discussions (FGD) were analyzed in an interactive model of Miles Huberman.

The study states that Banyuwangi has a unique culture and have the potential attraction for tourists namely Osing tribal culture. Osing culture spread in some areas, but still strong in keeping the tradition of Osing is Kemiren Village Glagah District of Banyuwangi Regency and in 1995 Kemiren Village designated as an Osing tourist destination. Kemiren village as an Osing tourist resort has a lot of potential and uniqueness of both the arts and culture community of Osing tradition, where is located very strategic to become the potential resource in the era of globalization.

In the Osing tourist development already institutionally managed, but not running optimally, due to the limited ability of management of tourism promotion and cooperation as a result of miss-communication between the various parties and unhealthy competition among actors. The role of government is still a dominant actor, involvement of stakeholders, especially the people still lacking, so constructed aware group travel, trained and educated to form a competent human resources. To face the globalization in order to Osing tourism to survive and thrive then through indigenous stakeholders, artists, community leaders and government institutions formed by Decree of the Head Village Kemiren No. 188/02 / KEP / 429.503.02 / 2015 on the Establishment of Board Institute of Indigenous "Using". Kemiren Village, District Glagah Banyuwangi Regency in 2015-2018 issued on May 23, 2015 for Osing tourism development that can lift Banyuwangi into international arena.

**Keywords:** *institutional, development of tourism, globalization. Osing culture.*

## 1. Background

Banyuwangi is located in East Java Province in a geographically next to Bali as a center of international tourism has a great opportunity in the development of the tourism sector especially nature tourism and culture are increasingly valuable in the national scene in the tourism sector. Tourism in Banyuwangi Regency entitled *The Sunrise of Java*. This tourism got award-winning *Travel Club Tourism Award (TCTA) 2012*, as a City/Regency that had a high commitment to realize tourism development governance quality and awarded *The Most Improved*, as the consistent regency has been developing the tourism sector (Tribunnews.com, 25 Sept 2012).

One of the products was seeded in Banyuwangi Regency with a value of an attraction for tourists, namely the culture of the Osing tribe. The Osing culture as primary products of tourist destination because it has different characteristics than the other tribe in East Java. The Osing culture has undergone changes and developments up to traveler needs because it has been packaged in a modern package tour involving stakeholder and based on needs considerations both in economic, social or cultural. But from the Government's policy is still dominant and a bit involving publics and indigenous institutions.

Osing tourist destinations have had a special identity with many standing Osing tourism place, culinary,

souvenirs nor dance and language. It shows that the culture of Osing can move after the dynamics of globalization because up to identification of the potential of tourism, tourism's readiness, the condition of infrastructure and his institutional as power support the development of the tourist area of Osing was completed despite a slight left this mysticism which are already irrelevant.

In tourism management, Osing tourism required institutional clarity and stakeholders involved are related to tourism resources so that the form of institutional come to light and their interaction's pattern and does not occur overlap and synergy in a system of tourism. Institutional development of tourism depends on the efforts and the cooperation of the Government together with stakeholders in the tourism sector in a institute. For the face of era of globalization, then need to set the institutional development policy model of Osing tourism based on *Democratic Governance* in Banyuwangi Regency that is capable of updating the principles of sustainable tourism as stated in *Pacific Ministers Conference on Tourism and Environment* in Maldivest in 1997 that includes a local welfare, job creation, conservation of natural resources, maintenance and improvement the quality of life, equity inter and intergenerational in the distribution of welfare (Director General of tourism , 2004). Tourism must be impacting profitability towards the social sector, culture, education and the economy (Pitana, 2005; Desbiolles 2006). The tourism sector will provide simultaneous impact (Sugiharto, 2006) and requires a lot of handling to deliver the value of attractiveness for tourists (Janianton Damanik and Helmut Weber, f. 2006:11). In institutional need of precisely policy, Biederman (2007) suggests that the principles of tourism policy are an improvement of the progress of the country or territory and the lives of its citizens. The policy became a manual in tourism development in a institute as stated in The Decision of The Kemiren's village head No.188/02/KEP/429.503.02/2015 about the determination of Indigenous Institutions Sysop "Osing". Kemiren village, Glagah sub-district Banyuwangi Regency in 2015-2018 which defined in May 23, 2015, that each stakeholder will do bit up to role and his responsibilities. The society as owner and performer art and culture, a privately run marketing, a provider of package tour and his facility meanwhile are the Government provides its infrastructure. Without The Government will be impossible available basic infrastructure for the development of their tourism get started from physical infrastructure to the institutional (Elliott, 1997:5-56). The Tourism resource management in a public sector democratically can be achieved, especially if the following points can released (Elliott, 1997:4 0-44). First, the strategic role of stakeholder is clearly defined and executed consistently i.e. who is doing what and with the consequences of how. Second, there are rules of the game are clear, binding, fair and square that any tourism resource should be reviewed at any time if the result is harm to either party. Third, the tourism resources in a transparent and accountable managed. Tourism system has four basic elements mutually related i.e demand, supply or met the need, market and institutional who role to both facilities, and performer/actor who moves the third element before (Damanik and Weber). Institutional by Scoott (2001) also takes into account how institutions behave and work.

If maintained, was built, and put to good use, Osing cultural products can give useful contribution to both regional development as well as national development. To the fore Osing cultural in the face of globalization required a strong institutional and able to manage a competitive policy so Osing better has known internationally and is able to attract foreign tourists. The institutional describes the institution provides provisions to do activities and provide resources in realizing the regularity and order and describe the process. The institutional approach to the development of tourism is directed at the behavior based on the condition of tourism in order to

run continuously, to adapt the institutions in advanced, innovative and creative based on their provisions. Through institutional be beginning to understand and manage tourism becomes more democratic, that view of the many interests and protection so that change and progress are very dependent on the whims of the subsystems that exist in the Organization and global.

Institutional in tourism development is becoming very important due to the value and legitimacy in the development of tourism can run according to the agreement and democratic rule. If the institutional woken up in development of tourism then most will not occur collisions avoidance by various parties and relations; the avoidance between implementer orgware and made a positive response to the development and regulation of the levels of the offender, the society or the bureaucracy. Osing Institutional has indeed been there but have not run as expected, still face constraints of human resources, infrastructure, capital and management of tourism, making it difficult to develop, coordination and cooperation has not yet woken up in good. Therefore, it needs to be done the efforts so that to keep of institutional existence and it can continue to grow: there needs to be the implementing organ which involves citizens who always keep the interaction and behavior based on the rules of the game as set out in the regulations and mechanism in the institutional of tourism development.

Through institutional all parties could potentially play a role up to position, move according to his will and rule, and can adjust to the internal and external environment. Because the Organization would exist if it is able to adapt to the environment development that continues to go well because a compulsion or because of awareness due to regulations or the actors change. Moreover, the tourism sector which depends very much on the good nature of environmental, social, political and others becomes very important to note so that the environment always support the tourism development that are managed institusionalize. Thus, the management of tourism is becoming more organized without running its own starting from the lower to the upper level they will have a positive impact on the development of tourism. As mentioned by Scott (2001) that the stakeholders is groups which offer support to an organization, even are vital in realizing the existence of the life of an organization that is seen both in normative and strategic. Institutional development of tourism became basis how tourism evolved in an increasingly large structure, stakeholders became increasingly powerful and able to have a real benefit for the life of the public. To know the institutional development area of Osing in Banyuwangi Regency, this research it's important to do.

## 2. Research methods

The study was qualitative descriptive, i.e. a type of study done carefully against a particular social phenomenon (Singarimbun and Effendi, 1989). Researchers are trying to develop the concept and gather facts without testing the hypothesis. The approach used is a case study, i.e the institutional development of Osing tourism the most effective, akselaratif and based on *Democratic Governance* to do in an effort to develop Osing tourism in Banyuwangi Regency. The research located in Banyuwangi Regency with the object of research is the Osing tourist area because in Banyuwangi Regency since in most communities of the liquid and the longest inhabited in the region of Banyuwangi. The unit of analysis is the customary institution and an individual i.e the stakeholders are involved in the process of the development of the Osing tourist area.

The method of data collection using the observation's techniques, documentation, interviews, guidelines

questions and literature study as well as FGD. Then it happened performed data assessment by gave attention to validity, objectivity reliability, by way of data categorized with recording system, triangulation i.e data investigation crosscheckly by confirmation so that the data retrieved complete and unbiased.

Interactive data analysis (miles and Huberman in Sugiyono, 2014) and the intellectual understanding of the event on the basis of the experience of empirical data, facts and information gathered and simplified tlah in the form of tables/category/diagram. The last stage is a process of drawing a conclusion about the result of data interpretation and the data analysis of research. In the analysis will discuss about the institutional development of Osing tourism based on the characteristics potential contained on research site based on factors that effect applies a tour potential and tourism sector supporting infrastructure Research Interest. As for the depiction the existing condition required the analysis of demand and supply.

### 3. The Results of Research and Discussion: Institutional Development of Osing Tourism to Face of Globalization

Osing tribes or also known as "*Wong Blambangan*" began since the end of the reign of Majapahit about 1478 M. Word of "Blambang" applies a rough swamp grass or forest swamps at the time. (Pitoyo, 1991). In its development thus making a place that can be used as interesting attractions and unique culture. Segmentation on the availability of tourism and Osing culture can be seen as follows:

**Table 1: Tourist market segmentation Matrix**

The Name of The Tourism Objects	Segmen of Tourists
Anjungan Wisata Osing	<i>Segmen modern materialistic, Segmen tradisional Materialistics</i>
Sanggar Gajah Arum	<i>Segmen Modern Idealis</i>
Sanggar Barong tresno Budoyo	<i>Segmen tradisional idealist</i>
Sanggar BarongLancing Sapu Jagat	<i>Segmen tradisional idealist</i>



In addition to the sights and Osing culture developed culinary and Osing craft, some sort of foods such as pecel pitik, nasi tempong, soto rawon and gandrung dolls, blacksmiths, batik osing, and another. In institutional management Osing cultures has grown well in addition to enabling Osing indigenous institutions also involve communities through the village-owned enterprises (BUMDes), the Government of the village and the local government in the preservation and development of Osing culture.

The policy of tourism development that Banyuwangi Government does is in line with R.I.P.D., RT/RW, as well as the basis of RPJMD Banyuwangi Regency, then the concept of the development of Banyuwangi Regional Tourism Master Plan (R.I.P.D.) is Ecotourism, while. The strategy that's applied is:

- 1.Establish the main framework of existing tourism development with a fixed resting on three major attractions, namely; Kawah Ijen, Plengkung and Sukamade supported the road network pattern of interlocking or already connected one with the other.
- 2.Making a differensiasi of tourist area by setting the strata based on their potential development.
- 3.Develop a pattern of "*connection line*" between the territory and the development of tourism, so that would be created an integrated tourist area.
- 4.Optimize the existence of objects and tourist attraction by dividing the region tourism in Banyuwangi Regency based on the principle of equitable and distribution back into 3 zone destinations (tourism development area). The overall pattern of unity,
- 5.Support each other with the main form of the triangle, and at the point of its surrounded or covered with tiny bubbles. The concept of the tourism development structure known as "*the diamond triangle Patterns/Triangle Diamond*".

Osing Cultural tours is supporting object of Osing tourism development area (WPP) I Kawah Ijen. The Osing tourist area of kemiren village has a strategic position due to the liquid line the route of the Kawah Ijen, the natural tourism object who famous in foreign countries.

Osing culture indeed is second to none and unique, then in the face of globalization effort of maintaining the culture into all stakeholder commitment. One of the prominent role of Government is to do creative breakthroughs in supporting the tourism sector especially authenticity in tourism marketing and has awarded "*The Most Creative*" category. Marketing tour innovation through Banyuwangi Festival, held in September-December 2015 with a diverse range of events, deemed capable reach of Banyuwangi prestige as a tour destination in the world scene.

The performance of Banyuwangi Festival packing module some of programs involving some of SKPD in Banyuwangi Regency Government, society, indigenous institutions, BUMDes, and private.

"The Banyuwangi Festival is actually a packaging or branding program introduction the potential of Banyuwangi Regency, especially in tourism. Banyuwangi Festival actually accommodate some of programs in each of SKPD is packed in a single branding. Therefore, Banyuwangi Festival is a series of event program in the SKPD-SKPD which was later coordinated by Sekda in officials of the joint. Through coordination and Joint Committee to facilitate coordination and to avoid overlap in activities between SKPD, and having something going for effective ". (Mr. Endro, The Head of Marketing Sector Tourism Department. Banyuwangi Regency)".

Tourism marketing event activity does are the Banyuwangi Ethno Carnival (BEC), Festival Kuwung Event, Sewu Paju Gandrung Event, Banyuwangi Expo and Culinary Festival, Banyuwangi Batik Festival, Art Actualization Night Show. As for the tourism promotion efforts done through cultural art activities and nature to diplomats from 14 countries who visited at Banyuwangi, titled "*The Sunrise Of Java*", optimizing the instrument information technology (IT) to trigger a tourism sector all over the world through it, preparing human resources supporting tourism with foreign language training doing for the pedicabs and sulfur miners in Ijen area, as well as the tour guide, associations, and the public, an owner of home stay cooperated with the English Language Center (ELC), setting up a media room tour performances or attractions scattered at some point of Sub-district through The Open Green Space (RTH) development as a place of recreation of the citizens and as a stage art performances once a month. The role of private organizations in the development of Osing tourism arrange, facilitate and provide the tourism sector as it provides hotels, travel, taxi, culinary, craft accessories, promotion, making travel package. Whereas the community's role is to support the promotion of Osing tourism potential as well as the means of accommodation, Osing tourist attractions, and performances. BUMDes kept many souvenirs, culinary, and art.

Institutional development of Osing tourism area is the interconnectedness of stakeholders namely 1) There is policies governing the existence of the role of stakeholders in the development of tourism in which each has played a role. 2) As a supporting factor that gives benefit to the development of tourism appears to be ever-increasing Osing tour visitors. 3) As acceptance of Government i.e. with increasing tourist visits then result in increased the economic benefit for the provider and will automatically improve reception area. 4) The existence of public participation can create a conducive environment and convenient for Osing tourism 5) Channel input into policy in increasing tourism service in Banyuwangi Regency.

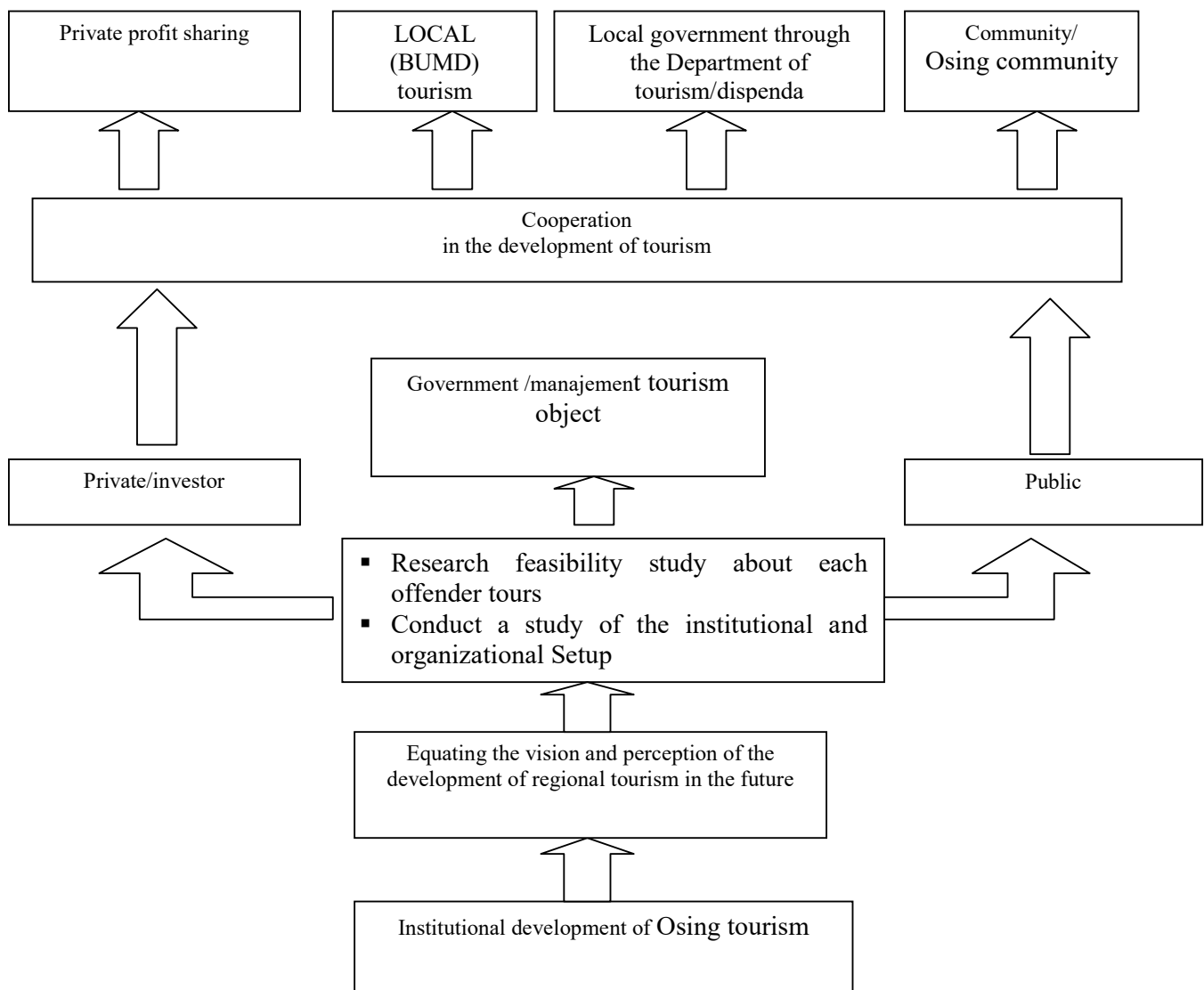
In institutional development of tourism done on cross-sectoral and encourage the involvement of all parties work together to foster a sense of having a high and cultural sustainability, increase revenue, social values and beliefs upon the institution. Some constraints in the institutional development of Osing tourism are:

- 1.The potential of human resources in indigenous institutions is very limited so that development tasks less potential, and more the Government, private and BUMDes do.
- 2.Institutional Basis has not been able to develop an Osing tourist area because of limited of human resources so that object quality and tourist attraction destinations untouched to the maximum.
- 3.Development of attractions at tourist sites has not been based on the preferences that fit the desired satisfaction and pleasure of travelers.
- 4.Craft products, handicrafts and Osing culinary for travelers less developed optimally towards high value.

Institutional development needs to be raised especially on objects that need to be developed, and also on objects that have proximity into a joint program. A problem that often occurs is the existence of miscommunications in the development of the object of tourism. These kinds of things need to be minimized by the existence of a cooperation of mutual benefit and mutual filling against the weakness of the existing institutional basis so that it could serve for the development of Osing tourism, because this is one of the crucial

points which determines whether a successful management of local governance. The more steady an institutional more faster rate of achievement of its performance. An important institutional factor is good cooperation network with government agencies or private institutions who became partners. Therefore, work-coordinatif systemic between the institutions related to tourism is the question that must be carried out by the local government and the management. This required *good will* from both of these agencies because without this tourism area will not make ideal targets.

**Figure 1: The Institutional Model of Tourism Development**



In his implementation, model of tourism institutional government doesn't have to do it yourself. The parties outside Government can do development, here the society invited to take part within the development object, private parties as well as the Department or other proper agency those powers. Is the opinion of Scott (2001) that the institution can take into account how each institution behaves and work. Based on the above things, then the

Government's contribution in its partnerships with the private sector-shaped land or infrastructure, and private contributions had in terms of their funding despite although they still minimal due to lack of collateral and the scope of work. Through BUMDes and Osing community gradually was able to walk to some effort i.e. Osing Restaurant, sablon and home stay. Institutional business development of Osing tourism in line with the thinking and the demands of the global community and the dynamics of public life that is increasingly going forward. Which encourage their synergy all public elements. (June Pranoto, 2011).

#### **4. Conclusion and recommendations**

##### **4.1 Conclusions**

- 1.Osing Community Kemiren village known very rich culture which describes the philosophy of human life until he died in care strongly in the tradition of Osing. In 1995 the Kemiren village designated as tourist destinations that are packed in Osing tourist attractions with the value of tourist attraction and marketable.
- 2.In the institutional development of Osing Tourism implemented by cross-sector with multistakeholders involvement as the actualization of the development of tourism in the era of globalization means that tourism development involves all elements involved on an ongoing basis and work together in building a Osing tourism area. The relation based on the feel of a sense of belonging towards the Osing tours since the planning, implementation, and post operation/development activities.
- 3.Alternative Osing tourism development policy strategies are the maximum, i.e. development objects and tourist attraction, development on facilities or availability of service facilities, as well as the development of information and the promotion of tourism issues and leave no space and the wisdom's values, local uniqueness and the uniqueness of Osing communities.
- 4.The question of institutional development of Osing Tourism in the presence of miscommunication, i.e. the emerged of the impression as if the Government, the private and the public is hard to sit in one of the new entities to advance tourism, therefore, institutional strategies and cooperation in the development of Osing tourism become the main priority high light. The institutional model of Osing tourism development in the face of globalization is to build stakeholder relations professionally and proportionately and cross cooperation stakeholders through the concept of Destination Management Organization.

##### **4.2 Recommendations**

- 1.By institutional, local government need to maximize the involvement of stakeholders in the development of Osing tourism by facilitating meetings of the tour perpetrators of that potential in developing Osing tourism.
- 2.Meeting of the tour perpetrators should be grown collective consciousness and encouraged the formation of Destination Management Organization in the development of Osing tourism.



3. Need a structured Management Destinations Plan and Tourism Management Plan in the development of  
Osing tourism in a institution.

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