

## **The Rural Human Resources Approach: An Exploratory Study In The Village Of Kungkuk Punten, Malang City, East Java**

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### **Abstract**

*This study seeks to examine human resource management becomes a strategic approach as a valuable organizational asset in rural areas. The research method is done by qualitative approach and analyzed descriptively. Data were collected based on observations and in-depth interviews. Validity was done by triangulation method. The research was conducted in the village of Kungkuk, Punten, District Bumiaji, Batu City, Malang; The results showed that to improve development in villages, it could not only be seen from the physical side of development, but starting from rural human resources, who have the competence and skills to increase the added value of rural resources. Rural human resources are crucial for the development of values and products and are complemented by the availability of infrastructure in the village. The results of the study prove that rural human resources are a vital strategy to increase the acceleration of development in rural Indonesia. Rural can be used as a new construction for accelerated development, namely through rural human resources based on rural development.*

**Keywords:** *Rural Human Resources, Value added, Increasing Local Economy, Acceleration Rural Development.*

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### **I. Introduction**

Development triggers environmental, social, cultural and economic imbalances. Village Law No. 6 of 2014, is a turning point for rural development in Indonesia. The village, which was previously an object of development, is now considered to be the subject of development, thus the rural human resources are very decisive for the progress and independence of the village, even being able to create products with local wisdom. The construction of the concept of development in rural areas aims to solve problems of development, economy, equity as well as problems of business motivation in addition to the satisfaction of rural communities and can reduce population migration from rural areas to urban centers. Rural development through rural human resources increases the stability of active populations, improves living conditions, protects and conserves the environment.

Development in rural areas, the form of activities in rural areas organized and carried out by local people, depicts village human resources who have the competence to change the local face of rural areas such as (natural, cultural, historical, human) having high added value. Rural development rests on three axes: space, people, products (Bran F., Dinu M., Simon T, 1997, p7; In, Irina-Virginia; Maricica; 2012).

The concept of development in rural areas has become a sustainable, environmentally friendly development concept. Development with respect to space can preserve the natural environment. Rural human resources to build accommodate traditions, customs, culture, local. Rural human resources create superior rural products. Local villagers can participate in rural development by protecting the environment, culture, history, traditions and local rural economy. This activity is an important contribution to economic development in rural areas and will have an impact on their future development. (Nistoreanu, Puiu, 2005, p. 42; in, Irina-Virginia; Maricica; 2012).

Much research on sustainable rural development requires minimal risk in rural areas (Eagles, 1992), including natural sustainability (Richards & Hall, 2000), and integrates tourism with the environment, including economic, political, cultural and social and sustainable tourism (Holden 2000, p.137), referring to Sambotin et al (2011), sustainable tourism as ecotourism, village economic development. The main result of rural development in the village is a turning point for rural economic growth which will increase the restructuring of the village, diversification by economic activity. Hall (1998) reveals that rural development research is one way of adjusting economic, social, and political conditions to a new environment.

In contrast to urban development, development is generally focused on economic benefits and outcomes, which of course will make urban development difficult to organize and manage properly. Development in urban areas based on the interests of investors, whether the construction of multi-storey buildings, housing, urban areas, game areas, land speculation only takes into account the value of the business. M.J. Gonzalez, M.L.DeLazaro (2011).

The concept of sustainable development is based on the three dimensions of space, people and products mentioned above. Regional development, namely the development of inseparable community space (social, economic, environmental and health, technology, culture and recreation) in a certain area. Regional development must rely on optimal human resources (aspects of social, natural and economic development) which are directed at maintaining a certain standard of living and improving the quality of human resources through these constituents. Regional development includes traditional policies in concrete areas, namely producing added value (certain products) in the socio-economic field, in certain political and cultural contexts (Spangenberg, 2002). Regional development in the current context is at a critical point, with various crises (financial, food and energy) that force human resources to reassess the economic paradigm, and evaluate how to deal with better development that is difficult to fulfill, especially for future generations. Future generations need a sufficient job, social progress, a quality of life and a sufficient respect for nature. The importance of integrating the pillars of sustainable development at the regional level, the concept of its application has proven to be problematic in the field. In fact, the integration of the environmental, economic and social dimensions of sustainable development at the regional level implies the implementation of complementary and coordinated actions in various fields that produce economic growth which is also expected to achieve social goals, without endangering scarce resources in a region. The effective integration of these three dimensions (pillars) requires the implementation of a focused and specific set of actions that complement each other and fit into an overarching sustainable development framework.

The formulation of the problem in this study includes "how to reconstruct rural development according to regional conditions or village potential; How is the condition of rural human resources who have limited capacity to participate in rural development, and how can local village products developed by villagers become superior products, so as to increase village economic development?"

## **II. Research Methods**

Based on the formulation of the problem, this research setting uses descriptive analytic, which describes and analyzes rural development by identifying space, people and products in the villages of Kungkuk, Punten, District Bumiaji, Batu City, East Java, using a qualitative approach.

The method used by inductive logic was born from the encounters of researchers with informants in the field or the data found. This research is characterized by information in the form of content bonds that lead to patterns or theories that explain social phenomena (Creswell, 1944: 4-7; in Gumilar RS 2005). Data analysis used is data collection, data reduction, data display or presentation, data verification or inference, Miles and Huberman (in Sugiyono 2008, p.91). This research took place in Batu, Malang East Java. And data was taken before the occurrence of covid 19.

The researcher makes observations, meaning that the researcher is actively involved in directly coming to the field to collect qualitative data. The researcher observes, "openly", the diverse membership of the roles of the subject under study. Conversation analysis focuses on active interaction conversations with informants, participants, and sources, based on daily social activities. Discourse analysis using language that is easy to understand, attention to practice and contextuality. Content analysis examines documents in the form of general categories of meaning. Researchers analyzed a wide variety of documents, from personal papers (letters, reports) to the history of human interests. Ethnographic data retrieval is relatively unstructured. The researcher focuses on extracting the texture and flow of selective experiences from informants through the interaction process of the researcher and the subject being studied using the in-depth interview technique in a "free" way (Gubrium et.al., 1992).

### III. Results

The conditions of the village of Kungkuk, Punten  
Location Map of the Village of Kungkuk, Batu, Malang

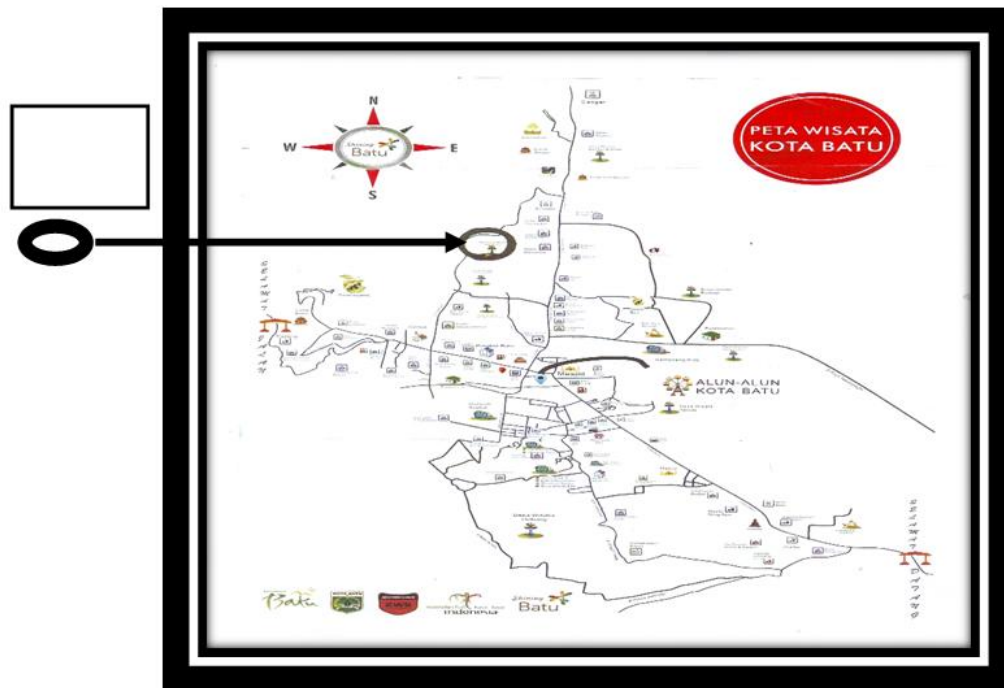


Figure 1: Map of Kungkuk Village, Batu , Malang

The total population of Punten Village, Bumiaji District, Batu City Malang, East Java is approximately 5,406 people or 1484 households. Punten Village oversees four hamlets, namely Krajan, Gempol, Kungkuk, and Payan hamlets which are divided into 8 RW and 35 RT. In the history of Batu City, since the enactment of Government Regulation Number 12 of 1993 concerning the Establishment of the Administrative City of Batu until now it has increased its status to become the autonomous region of Batu City, Punten Village has a very strategic position, because it is located in the center of the Batu Tourism City Agro development area.

The area of the punten village is approximately 281,935 hectares; consisting of 39,680 hectares in the form of rice fields; 59 hectares in the form of residential areas; 12,080 hectares in the form of dry areas; 125 hectares are in the form of State forest areas, and 2.66 hectares are other areas, such as public roads and public graves. Kungkuk is flanked to the south by Mount Panderman, and in the north by Mount Arjuno, with an area of 14 hectares, the rest is forest reaching 125 hectares; Kungkuk is specially designed as a village development for a tourist area. Kungkuk is located in the Borders of the Village of Punten, with the following boundaries: In the north it is bordered by the village of TulungRejo; The East is bordered by Sumbergondo and Bulukerto Villages; to the south bordering Sidomulyo Village, Batu District; and to the west by the village of Gunung Sari.



Figure 2. Kungkuk Village, hiking arena  
Punten Village, District Bumiaji, Batu City, East Java

Figure 3. Open space for games  
Punten Village, District Bumiaji, Batu City, East Java

Punten Village is located on the slopes of Mount Arjuna with the characteristics of a mountainous area of approximately 800 masl (meters above sea level). Rural development in the Tourism Village of Kungkuk does not suddenly go through a long process. Kungkuk has a very beautiful and exotic panorama, since 2009 it has been designed as a tourist village. The majority of the inhabitants of Kungkuk are apple farmers, who always leave early in the morning and return home at noon. This condition is realized by rural human resources when the state of the apple harvest is decreasing, so that many residents begin to think about alternative future development of the village, after going through community deliberations finally formed rural development with a focus on rural development of the tourist village of Kungkuk. The people of Kungkuk village are very enthusiastic about various activities for the progress of the village, this is evidenced by the construction of the concrete road through community self-help. Economic Potentials in the Village of Punten Include, Agriculture in a broad sense includes horticulture, such as Tangerines; Apple; Assorted vegetables; Bamboo rabbit crafts, wire rabbits and various snacks, such as dodoljenangapel, apple cider and rosella, cassava chips, bananas, corn, mushroom cultivation and featured are the Tourism Village in the village of Kungkuk.

Various cultural events are often held such as village salvation, respect for ancestors in the village punten, including areas that are considered sacred. In terms of government management, Punten Village is able to carry out a quality, efficient and effective government. Various infrastructure has been successfully built, including community institutional infrastructure such as PKK (family welfare development), LPMD (Village community empowerment institutions), BPD (Village consultative body), Linmas (Community protection), Bum-desa (Village-owned enterprises), Gapoktan (Combined agricultural groups), KarangTaruna (Youth organization) and other community institutions that are available in adequate conditions.

The existence of infrastructure is useful and running well because it is supported by capable apparatus resources and a high level of community participation in development. Nowadays, Punten Village is trying a new strategy to prioritize excellent service functions, but the main emphasis is on the concept of community empowerment in development in all fields. The concept offered in the village development strategy is better known as the Punten Village entrepreneurship. The concrete manifestation of what has been done is the construction of multipurpose buildings for the public, village markets, Bank Desa (management of village financial institutions), management of sports fields for the public, Hippam (Association of natural panorama lovers), Gapoktan (Combined agricultural groups), electricity administration, village development. travel and so on. From some of the concepts that have been implemented, in principle, there are still many things that must be developed and realized in order to develop a village that is truly independent while maintaining the sustainability of nature and increasing community income according to the concept of entrepreneurship.

#### **IV. Discussion**

##### **Rural human resources in the development of Punten - Kungkuk Tourism Village**

The original area of Punten, especially Kungkuk village, is the Forest. Existing plants are spruce and pine. The villagers make a living looking for forest wood to meet their primary needs, meaning they are farmers in a broad sense. At this time a lot of forest has been cleared and turned into plantation or agricultural land. The villagers of Kungkuk shifted or changed professions to horticultural commodities to meet secondary needs, including apple trees, oranges, various vegetables (such as carrots, cabbage, broccoli, mustard greens, andewi, lettuce, potatoes, shallots, sweet corn and others), also plant ornamental plants such as roses, gladio, irises and so on. Recently, the residents of Kungkuk village have been trying to add value to agricultural or plantation products in order to have added value as a tertiary product. The villagers have started to innovate or be creative, such as making apple cider, orange juice and other herbal products. Thus the villagers have started to create added value resulting from commodities converted into economic or industrial values.

Development in KungkukPunten Village, utilizing space for horticultural commodity plantations. Rural human resources carry out various innovations and technologies to increase the productivity of horticultural agriculture. The road infrastructure that previously was still a dirt road was built with contributions or from the community. As well as seeking water sources from the mountains for household needs and irrigation needs in plantation areas.

Economic development In the village of KungkukPunten, engineering was carried out, making infrastructure for outbound facilities, camping, flying fox, mountain sports, mountain bikes, mountain cars, and others. Visitors can take a tour of picking oranges, picking guava, and picking apples that are picked straight from the tree. In addition, cultural customs and characteristics of Punten Village are also treated to attractions such as TariSantar(SantarDance), Kuda Lumping, Bantengan, TerbangJidor (Flying Jidor), SandukKaryaTani, SandukKarya, and ready to entertain tourists who come.

### **Rural human resources in carrying out efficiency**

The development of the village of KungkukPunten was originally a forest by asking the forest manager, namely Perhutani, that part of the forest had been cleared and planted with horticultural commodities, the goal to increase efficiency. Village development requires a helping hand from various parties to develop it, the role and attention of the government, Perhutani, investors or other concerned parties is very helpful to develop the village of Kungkuk. The road is made of self-help from the community, while the road to the tourist spot is fixed, although it is still on a trail. Assistance from third parties is obtained incidentally and occurs when there are outbound, camping, camping activities. Other assistance is from the Batu city government in the form of water reservoirs. As well as seed assistance or seedlings from Perhutani received by the Village Community Financial Institution (LMDH and LKMD) for the Forest Village Community Environment (LMDH).

Independent village development is built more efficiently, because the people of Kungkuk village have begun to realize that village progress is an effort that must be done by the community itself, without having to rely on the City Government, or from third parties. Assistance from the Government or assistance from investors is only to support activities, and when there are certain events, the community actively participates in marketing their products so that they can be sold. Village development utilizes this space as when there is a crowd, there are tourists, there are outbound, camping and so on. This space is an opportunity to create efficiency for the villagers of Kungkuk. Thus the village continues to clean up to increase village economic development. Citizens participate in enhancing development by taking efficient action.

Infrastructure such as electricity networks, communication networks, places of worship, parking lots, public squares and others need to be better organized so that tourists can freely explore the natural beauty and tourism objects of Kungkuk village. The village of Kungkuk is still improving towards an independent village and does not leave the distinctive characteristic of a peasant village, in a broad sense. Efficiency is carried out through various efforts, ranging from untapped land for horticultural crops. For citrus plantations, guava, and various other vegetables. The villagers repair the cliffs which are considered dangerous and can cause loss of life and property by making village taluds, so that tourists who visit can be comfortable. The villagers realized that the village location that was in the hills really needed a lot of facilities and infrastructure for the progress of the village. Therefore a helping hand from other concerned parties is of course very much needed for the progress of the village.

### **Rural human resources in building culture in the village of Punten**

The original culture development of Punten village, literally punten comes from the Javanese language "ngapunten", means apologizing or asking for forgiveness or punten also comes from the Javanese language Madya means "ngapura", also means apologizing. However, Punten Village according to the Javanese language kramamadya means Pura. Pura or puri in the meaning of ancient Javanese or kawi means: 1. City. 2. Citadel. 3. Kubu. 4. A sacred or sacred place. It means that punten is a place that is sacred or respected, so people have to ask for forgiveness or apologize. In the village of Kungkuk there are many places that are considered sacred, such as PundenPurwosenjoto, PundenGadhungMelati, PundenmbahGampeng (Gampung Sari), PundenWaruDakon; PundenKetupuk and Mbah Gimbal.

The word Punden comes from the word "pepunden", a person who is respected and respected, long ago it was considered a powerful person so that when visiting must be entertained so that until now the sanduk dance is still developing, a traditional dance originating from Madura and mix acculturated with local culture, dancers come from women and men, and the flying dance Jidor, lumping horse, crazy bamboo dance and satar dance. Therefore, arts and culture are activities that are inseparable from activities such as batik handicraft activities, traditional dance, community singing. Many dishes have original nuances, cindramata is a daily activity for residents to use their spare time apart from farming. This activity allows it to be used as a product as a tourist attraction.

The harmony and mutual cooperation of the people who are ready to help one another are scattered in this area, making the main capital force or social capital to build a people's economic system and community-based investment. This system is the most important force for starting an empowered society. Hawker centers, souvenir centers, cindramata centers are the choice of craftsmen to work in this tourist village. Arts and cultural centers are also the choice of the community to preserve the culture of this great nation. From now on, an acculturation culture has been pioneered which can increase added value for the villagers, such as making apple jenang and lunthead, apple cider and rosella, cassava crackers, carang mas, various chips, paper recycling, making wedding clothes and cultural arts costumes, ornamental plant business, mushroom cultivation. Rural development takes advantage of the leading tourism objects of Punten village because there are many natural attractions, such as the Banyu Bening Spring, WatuGedeg, the water source comes from the rock gap so it is called the source of ngesong.

### **Resource development**

Village provides accommodation for visitors who will stay at residents' homes. Currently the accommodation can accommodate up to 100 guests. The distance from the center of Batu City is approximately 25 minutes by public transportation and other 2-wheeled vehicles. 80% of the road access to the Kungkuk tourist village is feasible to be passed by two-wheeled or four-wheeled vehicles. Meanwhile, heading to the top of the hill and pine forest is still a rocky road and the rest is a path. In the future, there are still many public facilities that must be fulfilled such as public facilities, lighting, communication, shelter, bathrooms, toilets, parking lots, etc. are not yet available and must be provided.

Village road infrastructure is already in concrete with sources of funds from non-governmental organizations; To prevent landslides, the cliff area in the village house is made of talud. Then water sources from mountainous areas are flowed to households and for agricultural and horticultural irrigation. In addition, there is a water reservoir for assistance from the government, to meet clean water sources in rural areas. However, until now, other infrastructure is not yet available. The facilities provided for Kungkuk village have not been maximal, such as for flying fox, out bond, camping / campsites that still need to be fixed. Not many additional facilities are available.

### **Builders of a harmonious society**

Community "gotong royong" is a daily practice of real life because almost all activities are always discussed and always carried out by mutual cooperation. Construction of village roads with concrete, construction of taluds, construction of water reservoirs, repair of agricultural facilities are all carried out by means of mutual cooperation.

The development of Kungkukvillage with the entry of the scientific community is a good way to explore the potential of village resources. Village exploration started with online media or the web was carried out by individuals, not as an institution, because they happened to visit them. The exploration of the Kungkuk area occurs during major events such as downhill events, etc. This activity is usually explored by other people or institutions. The people of Kungkuk village are accustomed to various art performances, culture, community meetings, village meetings, both formal and non-formal, all of which cause the Kungkuk village community to become harmonious and humanistic.

### **Results from informants, participants and resource persons**

Mat Rais' explanation, as well as Mrs. Ani, as the key informant, asked the village community to not have too much hope, from related parties, either from the Batu City Government, from the District, Perhutani or investors to improve the progress of the welfare of the villagers. Village progress must be pursued by the village community itself. From the explanations of the two informants, it can be explained that agriculture is still the main source of livelihood, in the village of Kungkuk, Punten. Although in the end the villagers shifted looking for additional income alternatives, such as when the unproductive apple trees were replaced with vegetables, cabbage, mustard greens, broccoli or tangerines and others. In addition, when there are certain events, you are looking for additional results by selling merchandise such as souvenirs, drinks, snacks and other items that can be sold.

Based on the explanation from the participant, Mr. Ernata, there was a difference in thinking, before it was designated as a tourist village; The village head of Punten Village explained that the original income of the Punten villagers was farmers, whereas after being determined by the tourism village, income was only an alternative to increase income, because the original inhabitants made a living as farmers. Funding is only as a support, to advance the village of Kungkuk.

From the explanation of the resource person, Mr. Yoyok, it can be concluded that the tourist village in KungkukPunten is still in the process of heading to a tourist village, which still requires a helping hand from various parties to truly become a tourist village. The results of the interview showed that the Punten village, the villagers, were farmers. The population of Punten Village has switched from growing apples to now changing to growing vegetables or horticulture. Tourism village is only as an alternative to increase the income of the population. Punten Village is still in the process of heading to a tourist village to increase the income of the population.

In the village of Punten, the people do not expect a helping hand from a third party. The results of this study indicate that rural development is able to develop well if there are spaces or objects that can be developed, there is the capacity of rural human resources who have the ability to advance the village. And having local products that can be explored so that tourists are interested in buying them, raises the creativity and innovation of local residents can be a reference for improving the progress of the village economy.

## **V. Conclusion**

1. That in order to increase rural development there must be an object that is used as a reference, in this study the focus of development is in Kungkuk village because of the excellent landscape with mountain views, while

maintaining the beauty and preservation of nature so that there is open space as a target for visiting places, adjusted to the original condition of the existing rural area so that it can be visited by tourists.

2. Development of the village of Kungkuk is carried out by competent rural human resources. Thus village human resources as subjects to improve the service and reception system for tourists who come so that efficiency can be created. Development human resources of the village of Kungkuk polished the original panoramic face of the village into a commercial village by improving facilities, infrastructure and services to tourists. The authenticity of the village that originally came from agriculture is still maintained, although eventually it shifted to horticulture, but it was able to increase the income of the people of Kungkukvillage, through trade in rural products and services. This means that rural human resources play an active and strategic role in rural development by preserving the environment. The right infrastructure according to village needs is needed to accelerate village economic development to increase community income. There are still many facilities that need to be provided in the village of Kungkuk for tourists, such as electricity, internet, and bathrooms.

3. Village development stimulates and motivates villagers to be more creative and innovative, selling regional specialties, by building a harmonious and democratic society. In Kungkuk, he sells fruit picking products, such as picking apples, oranges, and strawberries. Including derivatives from agricultural products and eye injuries. In addition, local culture titles continue to be developed.

Thus a temporary conclusion can be drawn that to improve rural development requires village human resources who have skills and collaborate with various stakeholders so that the village economy and community welfare can increase.

## **VI. Implication**

1. Village development by preserving the authenticity of the village, as well as environmental sustainability will become a unique and unique village attraction without changing its original form, such as in the village of Kungkuk, the mountainous landscape is its trademark. And open access and space to meet and various activities that can bring community activities and tourists. The key to rural development is the main answer to accelerating rural economic activity is the accuracy of the infrastructure development being developed.

2. Rural development requires village human resources as subjects as well as objects to be made the goals and targets, by creating uniqueness that triggers the acceleration of socio-economic and cultural development so as to be able to present tourists. Rural Development requires the cooperation of all village human resources to determine one of the superior objects as goals and targets, and it is very possible for the support and encouragement of third parties to realize rural development.

3. Rural development requires continuous creativity and innovation to create local superior products and services so that they are explored and the benefits can be felt for the wider community. Another thing that is no less important is to collaborate in the field of higher education research to package rural development into an independent village, so that the community becomes more creative, innovative and advanced. Sustainable village development must be tested to continue to be tested, so that it can be used as a model for increasing village development so as to increase the economic income of a village and the welfare of the community.

## **FUTURE RESEARCH AGENDA**

This research was conducted in an exploratory manner, so it revealed that rural development was carried out by the village's limited human resources. In future research, it is necessary to demonstrate empirically the existence of village human resources in realizing village development.

## **RESEARCH LIMITATIONS**

The research was conducted before the pandemic, so that the village of KungkukPunten was able to carry out activities that could attract tourists, but after the pandemic the condition of the Punten area was limited to local tourists who only saw the panorama with different nuances. Furthermore, activities are still very limited.

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