



Efforts to Develop Coban Glotak Waterfall Tourism in Dalisodo Village, Wagir District, Malang Regency, Indonesia

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Abstract

Tourism Development has become a trend That continues to grow in recent years. Various developments are dynamically adapted to meet tourist needs. The purpose of this research is to describe the Development of tourism potential to attract visitors, development strategies and obstacles in the Coban Glotak Waterfall Tourism. This type of Research is descriptive research with a qualitative approach. The research was conducted in Dalisodo Village, Wagir District, Malang Regency. The data collection method Led in this research consists of conservation, interview, and documentation and for data analysis using an interactive analysis model. This research found that the tourism potential that can be developed in the Coban Glotak Waterfall Tourism is that Coban Glotak has a waterfall height of approximately 70 meters and there is a "stacked rock" site. Strategies that can be developed are promoting through social media. Meanwhile, the obstacles to this tourism are the many damaged facilities and the lack of concern of the surrounding community about this tourism. The implication of the results of this research can be used by Coban Glotak waterfall tourism managers and the forestry government to fund the management of Coban Glotak waterfall Tourism.

Keywords: Coban Glotak; tourism potential; developmend efforts; constraints.

Introduction

Indonesia is an archipelagic country that is rich in abundant potential. One example of this potential is the abundance of natural resources, in addition to being rich in natural resources. Indonesia is also rich in culture, diversity of customs, historical heritage buildings and natural beauty that have the potential to be developed as an attraction for Indonesia. The natural potential that Indonesia has can certainly be developed for tourism. Although Indonesia has natural resources that have the potential to become a tourism industry, but often this potential has not been maximized. According to Januarti research (2018), the natural tourism industry, especially in underdeveloped areas, has not been processed optimally so that many destinations are at risk to the safety of visitors. This is also marked by the number of abandoned tourist destinations and minimal management. Tourism destinations that are starting to be abandoned can be affected due to the lack of development, marketing, and processing so that the attractions offered are less in

demand by Nalayani Tourists (2016). The lack of management of tourism is due to the strategy used in raising the potential of tourism, which is not optimal. One of the things that causes the lack of management is the lack of management funds. This makes tourist attractions unmanageable and even forced to close (Ainun, 2021).

One of the destinations that is now starting to be abandoned is the Coban Glotak Waterfall tour. Coban Glotak waterfall is a waterfall located on the slopes of Mount Kawi. Administratively, Coban Glotak waterfall is located in Bedalisodo Hamlet, Dalisodo Village, Wagir District, Malang Regency. With a distance of approximately 20 kilometers from the center of Malang City, the existence of the Coban Glotak waterfall provides a natural tourist attraction with an icon, namely a waterfall. According to the manager of Coban Glotak Waterfall, this tour has been open since the 80s and had become a reference destination with many visitors, especially on weekends with the number of tourists reaching 1000 visitors at that time. However, over time, the Coban Glotak tourist destination has experienced a decline in tourist interest. The decline in tourists is due to the limited facilities and infrastructure in Coban Glotak and this destination is increasingly abandoned because many new waterfalls have been opened.

The Tourism Potential of Coban Glotak Waterfall has an attraction. Based on the results of observations of the problems experienced by Coban Glotak waterfall tourism, it is necessary to conduct research to describe and find out efforts to develop tourist attractions. Less optimal management makes this tourism less in demand from tourists so it is necessary to study the potential and efforts to develop the tourism. Considering that Coban Glotak waterfall is a tourist destination that was in demand in its time and has helped provide income for the surrounding community, it is hoped that this tourist destination can again be in demand by visitors. Therefore, it is hoped that this research can contribute input for developers or managers to be able to determine which direction the strategy will go forward. Of course, with planning and development involving the local community and the government, it will be able to advance community welfare, expand job opportunities, and make a significant contribution to regional income.

Aji (2017) in his research on the suitability of Kedung Tumpang Beach Tourism land and Sanggar Beach, Tulungagung Regency. Finding that both tours have strategic land conditions and are also included in the main development priority category because of their beautiful scenery. The second research was conducted by Nurfadilah (2016) in her research which analyzed the social changes of residents who live around the Dlundung Waterfall tourist attraction, Mojokerto Regency, with the results of the research namely the social changes of the community that occurred around the tourism such as people who originally had a livelihood as farmers changed to traders around the Dlundung Waterfall Tourism, in addition to other changes such as the use of Indonesian by the community around in communicating and in dressing, people have become more modern.

The third research was conducted by Amalia (2016). The research was conducted in Baluran National Park, from the results of the research several conclusions were obtained, the first is the promotion and improvement of infrastructure carried out by the management of Baluran National Park, making the number of tourists continue to increase. Second, the increase in the socio-economic condition of the community.

Referring to the three previous studies, there are differences and similarities that can be identified with this study. The first research by Aji (2017) discusses land conditions and development. The second research by Nurfadilah (2016) discusses social changes in the community after the waterfall tourism. The third research by Amalia (2016) discusses the increase in the number of tourists and the socio-economic conditions of the community. Meanwhile, the researcher discussed the development efforts of the community and the management of Coban Glotak waterfall tourism in Bedalisodo Hamlet, Dalisodo Village, Wagir District, Malang Regency and the potential possessed by Coban Glotak waterfall tourism. The similarity from the previous study is that the subject being studied is tourism. The difference in previous research was to analyze the potential of Coban Glotak Waterfall Tourism, analyze development efforts and obstacles from tourist attractions.

Methods

This research uses a qualitative approach with a descriptive type, namely research conducted under certain conditions in real life in the field to describe a phenomenon, both natural and man-made. This study describes how efforts are made to develop the Coban Glotak Tourism area which is almost dead. This research was conducted at Coban Glotak Waterfall, which is located in Bedalisodo Hamlet, Dalisodo Village, Wagir District, Malang Regency. Because this place is a tourist attraction that was in great demand before the COVID-19 outbreak and is trying to rise again.

Data sources are obtained in several ways, data sources can be classified into two, namely secondary data and primary data. Secondary data is data obtained from literature studies. Secondary data is obtained from existing sources such as previous research and journals. According to Sarwono (2006) this data is obtained by reading, seeing, and listening to documents, photo collection, recordings, videos, and so on. The primary data was obtained directly from the researcher from interviews with informants.

The data collection techniques used in this study are observation, interviews and documentation. The interview was conducted with key informants, namely the Coban Glotak Waterfall Tourism Manager and the Coban Glotak Coordinator from Perhutani as many as one person, while the supporting informants, namely the surrounding community as many as 5 people. Interviews were conducted by visiting key informants around the Coban Glotak Waterfall tourism and for supporting informants, the researcher conducted interviews by visiting several residents' houses.

The data analysis technique used in this study is interactive model analysis. Starting from data collection to drawing conclusions. According to Miles (1992) there are four stages to analyze data, the first is data collection through observation, interviews and documentation. Second, the data reduction stage, namely the selection process, focusing on simplification, abstraction, and transformation of data that emerges from records obtained from the field (Iskandar, 2014). Third, the data presentation stage, which is that all the data that has been obtained is described so that the research results are easy to understand and understand. And the last point includes conclusion making or verification, according to Miles (1992) conclusion drawing is a process in finding a definition, cause and effect, recording the regularity and proportion of the problem being studied. The data triangulation used in this study is source triangulation, namely by exploring different informants as an effort to verify the validity of the information. The method applied to

respond to the second problem is the tourism development strategy of Coban Glotak Waterfall using the tourism planning theory proposed by Inskeep (1991) tourism planning is a tourism plan that is prepared with considerations to develop tourism.

Results and Discussion

The Potential of Waterfall Tourism as an Attraction for Visitors

The potential of waterfall tourism has its own attraction to make tourists visit the place. There are several tourism potentials of Coban Glotak waterfall starting from attractions, facilities, infrastructure, and accessibility. In this potential, of course there are obstacles that make waterfall tourism attractive. Tourism potential encompasses all aspects owned by a tourist destination and functions as an attraction to invite visitors to the location to carry out recreational activities. The main factor that affects a tourist visit is attractiveness, which gives them experience and pleasure while visiting a tourist destination.

A tourist area is a place that has characteristics or beauty that is available from nature or is a building used for vacation or tourism. The potential in the Coban Glotak Waterfall tourist area is a tourist area that has high potential. On weekends, the number of visitors to Coban Glotak waterfall can reach hundreds of visitors, besides that the tourist attraction of natural beauty continues to be in demand. Coban Glotak Waterfall has the potential for natural tourism as well as a source of spring water for the surrounding community. The waterfall can function as a fulfillment of clean water needs in Dalisodo Village. There is a camping area located not far from the parking lot for motorcycles and cars. In addition, visitors who come to Coban Glotak Waterfall can enjoy orange picking tours near the waterfall tour. The potential possessed by Coban Glotak Waterfall as visitor attraction data is not solely as an exploitation of nature, but as an effort to utilize forest functions with proper management to preserve nature or forest conservation.

According to Mabururin (2021), what is meant by attractions is the main product offered from a tourist attraction, attractions are an important component in tourism because it is the selling point of a destination. In addition, according to Ramadhani (2021) tourist attractions are tourist attractions that are offered to be enjoyed by tourists and require preparation to be enjoyed by visitors. There are several types of attractions, the first are natural tourist attractions, which means natural tourist attractions are natural attractions to a natural place such as beaches, landscapes, beaches and other geographical forms in tourist attractions and other forms of natural beauty. Second, man-made attractions are tourist attractions made by people or buildings such as historical and modern architectural buildings, parks and monument gardens. Cultural tourism attractions are the attraction of the community from cultural performances such as theater art, jazz of Mount Bromo and dance. Socio-cultural tourism attractions include a view of life that develops in an area, language and social gathering activities, such as traditional ceremonies and so on.

The natural tourist attraction of Coban Glotak Waterfall is located in the view of the waterfall which reaches a height of 70 meters surrounded by forests. The clarity of the water is because there are no settlements above the waterfall so that the clarity of the water is maintained and clean. The conditions around the waterfall are still natural and beautiful, which makes tourists happy to visit the tourist attraction. Then there is a beautiful stone pile site on the road to the waterfall (layered stones). Artificial attractions offered to tourists are in the form of a camping

area that is spacious and comfortable enough to set up tents and along the road to the waterfall tour there is an orange picking tour. Cultural attractions that can be displayed to tourists are the tradition of purifying themselves at the waterfall which is carried out by the surrounding community during the ketupat holiday. There are several facilities available in the tourism area of Coban Glotak Waterfall to support tourist attractions such as stalls where food is sold, locations that can be used by visitors to take selfies, besides that there are bathrooms and prayer rooms that can be used by Muslim visitors to worship.

Development Strategies and Obstacles of Coban Glotak Waterfall Tourist Attraction

Planning for the development of Coban Glotak Waterfall tourism does not necessarily make a development strategy without knowing the weaknesses and strengths of a tour. The disadvantages of Coban Glotak Waterfall tourism include that the road facilities are still poor or can be said to be not feasible, because it is difficult to pass. The road from the parking lot to Coban Glotak Waterfall is still in the form of rocky soil and during the rainy season the road is slippery, and landslides often occur, there is no safety fence in the steep cliff area. In addition, the considerable distance from the parking lot to Coban Glotak Waterfall is also an obstacle in attracting tourists to visit. Inadequate facilities, including many damaged road signs, souvenir shops and sufficient parking lots. Existing facilities such as toilets, photo spots and prayer rooms need to be improved in order to increase the development of the potential in the waterfall. This is in accordance with the research of Rahman and Citra (2018), there are several factors that can cause the lack of potential possessed by waterfalls, namely, many photo spots that have not been properly managed, facilities that are not yet feasible, and poor road access.

Planning for the development of tourist areas and the construction of adequate facilities such as infrastructure is a must to be done, especially if you see the potential for natural and cultural tourism that is able to attract the attention of tourist visitors to come to visit. From the overall score obtained in the analysis, Coban Glotak Waterfall requires improvement in infrastructure indicators in the tourist environment fundamentally. Tourist support facilities are divided into several components. The first is the need for trading or sales facilities. This component consists of facilities that sell primary necessities such as food, Snack drinks or facilities that provide a souvenir shop as souvenirs. The second is the need for tourist security. In the Coban Glotak Waterfall tour, insurance is provided to tourists, but for health posts, it needs to be held considering that this tour is adventurous by facing terrain that is not easy. Therefore, facilities that provide safety or first aid equipment are needed so that tourists feel safe when traveling to Coban Glotak Waterfall. And the third is the need for public services, such as places of worship, bathrooms or toilets.

According to Inskeep and Gun (1994) A tourism destination is considered good and successful if it meets several aspects, namely, maintaining the sustainability of the surrounding environment, prospering the surrounding community in the tourist area and ensuring the satisfaction of visitors while increasing integration and harmony in the development of the community around the area and development zone. The main strategy in tourism development consists of explaining or promoting superior products owned by tourism.

Approach using the theory Tourism Planning proposed by Inskeep (1991), the strategy used in the development of Coban Glotak Waterfall Tourism to increase tourist interest by paying

attention to and preserving natural tourist attractions starts by always prioritizing environmental cleanliness so that tourist attractions are not polluted by garbage, by providing garbage cans at several points, so that tourists do not throw garbage carelessly. Promote social media platforms or distribute promotional materials to Travel Agent to recommend the Coban Glotak Waterfall tour as a tourist destination that has the beauty of nature, clear water and beautiful scenery. Road repair as access to Coban Glotak. In addition, they put up signs as a guide to Coban Glotak. Providing an emergency health post because the road access to the Coban Glotak waterfall area has the potential to cause injuries to tourists, so that if an injury occurs, it can be handled immediately. Carry out repairs to public facilities such as prayer rooms, bathrooms and add stalls and souvenir shops. Attracting investors because it can increase progress in the tourism sector.

Increasing tourist attraction by improving facilities, accessibility, natural tourism attractions, institutions and maintaining nature preservation. Supported by Wahid and Hariyanto (2018) that making improvements in various components such as attractions, facilities, good roads and introducing through social media Watu Dodol tourism so that it can increase tourists who visit.

The role of the community in achieving the success of a development required by tourism is very necessary. For the community to realize the tourism potential of Coban Glotak Waterfall, the management should provide counseling to the surrounding community. So that the public knows the potential that exists in these tourist attractions and can preserve the environment and the beauty of waterfall tourism. In addition, it provides training to the community so that later they can contribute to tourism development such as making souvenirs that can later be sold around the Coban Glotak Waterfall tour, so that it can improve the economy of the surrounding community. Development efforts like this are supported by research conducted by Citra (2015) involving local communities and it is important to develop the tourism economy and maintain environmental sustainability. Involving the community by providing training so that the community understands how to manage and can develop a tourism.

Conclusions

The development of Coban Glotak Waterfall Tourism in Dalisodo Village, Wagir District, holds significant potential due to its natural beauty, including a 70-meter waterfall surrounded by lush forests, complemented by artificial attractions like camping areas and orange-picking tours, as well as cultural traditions such as self-purification rituals during Eid al-Fitr. However, the existing facilities remain inadequate and require improvement. To enhance its appeal, strategies should focus on maintaining environmental sustainability through proper waste management, increasing promotion via social media and travel agents, improving tourism infrastructure, and providing community training and counseling. Collaboration with the government is essential for funding and effective management, while the local community is encouraged to actively participate in advancing the site's potential. Future researchers are advised to explore the factors influencing the impacts of tourism development at Coban Glotak Waterfall.

Data Availability

The datasets generated during and/or analysed during the current study are available from the corresponding author on reasonable request.

Conflicts of Interest

All authors in this publication declare no conflict of interest regarding the title, data, location, and results of the research.

Funding Statement

This research was conducted independently by the researcher without any financial support or funding from external institutions or organizations.

Acknowledgments

The author would like to thank all those who have helped in the preparation of this article.

Supplementary Materials

This study does not include any supplementary materials.

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