



Understanding of Contract Fundamentals for Tourism Awareness Groups in Kare Village, Madiun Regency

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Abstract

Madiun Regency is not only rich in natural resources but also rich in human resources. Until now, there is a lot of business potential in Madiun Regency, and to create a good business climate, good facilities and infrastructure are needed as well. For this reason, strategies and policies, and implementation programs are needed to create good tourism and the importance of synergy between tourism actors. For this reason, the urgency of understanding contracts concerning business development is very much needed in the development and management of Micro, Small, and Medium Enterprises (MSMEs) in Madiun. The contract is intended as a forum for partnership in the development and management of business activities. Understanding contracts in business activities is essential because the existence of a contract can provide a reference or guideline for the parties in carrying out their business activities. In addition, the existence of a contract will undoubtedly provide more legal certainty for the parties. It can reduce the potential for disputes to occur because the distribution of rights and obligations has been regulated based on the parties' agreement.

Keywords: Contract; MSME; Cooperation; Tourism.

I. Introduction

Tourism development activities essentially involve all existing stakeholders, including the government, the private sector, and the community, with their respective roles and functions. The community is an essential element in the implementation and development of tourism because it can determine the success of the long-term development of tourism. Support from the community can be obtained through the Tourism Awareness Group (Pokdarwis), one component that has a role and contribution to tourism development in each region. The existence of this group must receive support and guidance so that it can play a more effective role and help move the community to participate in creating a conducive atmosphere for the growth and development of tourism activities in their area.

In Madiun district, there are several Tourism Awareness Groups (Pokdarwis) that are still active and play a role in developing tourism in the region, one of which is the KARE Tourism Awareness Group (Karsa, Ayem, Resik, Endah) in Kare Village, Kare District,

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Madiun Regency. The existence of Pokdarwis in the context of developing tourism destinations in Kare Village has played a role as one of the drivers and has contributed to the creation of a conducive environment and atmosphere for tourism development, which collectively will have a positive impact on the development of tourism destinations in the broader context of the region. Moreover, this village has a myriad of stunning tourist charms and has fascinating culinary tours to enjoy¹Furthermore, it has excellent and distinctive products, namely Kare Coffee.

The management of tourist attractions carried out by this group is in line with the desire of the Madiun Regency government to develop the concept of a tourist village to improve the community's economy. With the existing tourism potential, understanding and knowledge of the law are needed for all tourism actors, especially for Tourism Awareness Groups (Pokdarwis), especially regarding the basics of contracts which are a forum for legal relations between the parties in future tourism development. The scope of the target of this community service activity is the Kare Tourism Awareness Group (Karsa, Ayem, Resik, Endah) in Kare Village, Kare District, Madiun Regency. In contrast, the scope of the material presented in this community service is an understanding of the Basics of Sharing Contracts. MSME Actors, Consumer Protection Law, and Utilizing E-Commerce in Improving the Economy during the Covid-19 Pandemic.

II. Method

This community service activity was carried out on August 16, 2021, at the Aswin Loka Meeting Hall by inviting village officials in the Kare Village, Kare District, Madiun Regency, and Tourism Awareness Group Managers several MSME actors (Micro, Small, and Medium Enterprises). The number of participants who attended this community service activity amounted to 20 (twenty) participants.

The form of this activity is legal counseling which contains the delivery of material on the Basics of Contracts for MSME Actors, Consumer Protection Law, and Utilizing E-Commerce in Improving the Economy during the Covid-19 Pandemic—after the delivery of the material, followed by a question and answer (discussion). In addition to delivering

¹ Sukini. *Miliki Segudang Pesona, Desa Kare – Madiun Disiapkan sebagai Daerah Ekowisata*. <https://www.topiknews.com/berita-miliki-segudang-pesona--desa-kare--madiun-disiapkan-sebagai-daerah-ekowisata.html>. Diakses pada tanggal 18 Agustus 2021.

the material and discussions, this activity also opened up space for participants and the general public to consult on legal issues they face.

III. Main Heading of the Analysis or Results

Ecotourism Village Development by applying an understanding of the basics of contracts for tourism-aware groups in Kare Village, Madiun Regency

As a country with thousands of islands, natural beauty, and diverse ethnicities and cultures, Indonesia has become outstanding natural, social and cultural tourism potential. All the potential and natural resources can be developed into an attractive tourist attraction. Tourism is a development sector in the economy that can benefit the community if it is developed. Almost all regions of Indonesia have great potential to be developed following the characteristics of their respective communities and regions. Therefore, they are carried out with due regard to the ability to encourage and improve the development of economic and socio-cultural life, religious values, customs, views and values living in the community, cultural preservation, and environmental quality, and the continuity of the tourism business itself.

Since 1999, there have been trends and developments from the global, regional, and national communities in tourism. The increasing public interest in traveling to places that are still natural (back to nature) is getting bigger. This interest is a driving factor for the development of tourism that is oriented to the natural environment or what we know as ecotourism or ecological tourism. Ecotourism contains good perspectives and dimensions and is the face of the future of sustainable and environmentally friendly tourism.² Development in Indonesia has good prospects because it is supported by the potential for biodiversity, including cultural diversity, which is the essential capital for the development of ecotourism. The whole world has agreed and acknowledged that Indonesia is a country that deserves the nickname mega biodiversity because of the diversity of tribes, customs, customs, cultures, languages, ecosystems, species of flora, and fauna.³ This diversity has a charm that tourists from all over the world can enjoy.

² I Nyoman Sukma Arida (2017). *Ekowisata, Pengembangan, Partisipasi Lokal dan Tantangan Ekowisata*. Bali, Cakra Press, h. 1.

³ Zubaedah Hanum. *RI Miliki Megabiodiversity Terbesar Ke-2 Di dunia, Ini Alasannya*. <https://mediaindonesia.com/humaniora/361101/ri-miliki-megabiodiversity-terbesar-ke-2-di-dunia-ini-alasannya>. Diakses pada 5 September 2021.

In some areas, these tourism potentials have begun to be raised and developed by both the government (both central and local governments) and community groups. As a result, some people have begun to realize the benefits of tourism, which can improve the community's economy, create jobs and reduce poverty. The development of the tourism sector in an area will attract other sectors to develop because their products are needed to support the tourism industry.

In East Java Province, in recent years, the Madiun Regency Government has been very aggressive in advancing the tourism potential of the region by mapping the leading tourist attractions in its area. Later these objects will be supported with adequate facilities and infrastructure as a form of the local government's seriousness in developing tourism.⁴ The Madiun Regency Government has determined the tourism sector to be a mainstay to be able to generate foreign exchange for the region, create jobs and provide services to the community. Madiun Regency will become a reliable tourism area, so its role must be increased in line with the growth and development of tourism. Much tourism has sprung up both on ideas from the government and non-governmental organizations, one of which is the concept developed is ecotourism. Ecotourism is a concept that, in managing tourist destinations, pays not only attention to the economic aspect but also pays attention to the preservation of nature and the environment.⁵

Ecotourism is a direction of tourism development that is considered appropriate because, in essence, ecotourism can preserve and utilize the nature and culture of the community, much more strictly than only sustainability. Several villages in Madiun have considerable eco-tourism potential, for example, Kare Village, a village that has abundant natural resource potential. In this village, there is a Tambak Lare coffee plantation located in Kare Village, Kare District, Madiun Regency. Tambak Lare is a potential regional asset to be used as a tourist spot. The main prerequisite for such a valuable asset to become a regional commodity is the proper management of the area's potential according to the minimum standards of the tourism industry. The potential of coffee plantations in Kare

⁴ Louis Rika Stevani. *Potensi pariwisata Kabupaten Madiun, dari budaya hingga kuliner*. <https://www.antarane.ws.com/berita/1173212/potensi-pariwisata-kabupaten-madiun-dari-budaya-hingga-kuliner>. Diakses pada tanggal 19 Agustus 2021.

⁵ Gunardi Joko, Sugeng P. Harianto (2017). *Buku Ajar : Ekowisata*, Fakultas Pertanian, Universitas Lampung, Bandar Lampung. h.9-10

village, if appropriately managed, can become one of the ecotourism areas that can increase the income of the surrounding community and increase local revenue.

Picture 1. Discussion with Kare coffee association Chief



Picture 2. Kare Village Specialty Product (Kare Coffee)



Through ecotourism, tourists and all components related to the implementation of tourism are invited to be more sensitive to environmental and social problems. Therefore, it is hoped that natural resources will remain sustainable and tourists have a high appreciation of the environment. In addition, the community around the tourism object can benefit from the implementation of tourism because ecotourism tourists who come generally seek opportunities to unite with nature and local culture by avoiding the hustle and bustle of the urban atmosphere.

Community empowerment is an essential aspect of the development of ecotourism. Therefore community participation must be maximized. Activities that can increase community participation are improving the quality of human resources (capacity

building). Several efforts can be made, for example, in the form of training, workshops, counseling, socialization, and so on. All forms of training and workshops must cover aspects of increasing awareness, understanding, skills, and professionalism. To empower the community, the essential thing that was socialized from the start was that ecotourism activities, in addition to providing benefits to local communities, must also make a direct contribution to environmental conservation activities. It is essential to do this so that in developing their business, they have conservation signs that must be maintained. In relation to other stakeholders, they can also work together to carry out conservation activities.

Picture 3. Discussion With MSME Actors In Kare Village



Picture 4. Take Pictures With Participants in community service activities



In addition, the development of ecotourism must still pay attention to some basic principles, namely :⁶

⁶ I Nyoman Sukma Arida (2017). *Op.Cit.*, h. 43.

1. They have a natural area focus that allows tourists to have the opportunity to enjoy nature personally and directly.
2. They are providing interpretation or educational services that provide opportunities for tourists to enjoy nature so that they become more understanding, better able to appreciate and enjoy more.
3. The best activities can be carried out in the context of ecological sustainability.
4. Contribute to the conservation of nature and cultural heritage.
5. Contribute sustainably to local communities.
6. Respect and be sensitive to the cultural values that exist in the region.
7. Consistently meet consumer expectations.
8. It was marketed and promoted honestly and accurately so that the reality was in line with expectations.

Other aspects that must also be considered in the development of ecotourism are infrastructure and services. Improvement of infrastructure and tourism services by stakeholders (communities) in the surrounding or local area is significant to support the development of ecotourism in the region. In addition, promotions need to be carried out in order to obtain regional ecotourism markets. With the developed ecotourism, it is hoped that economic strengthening, especially for local communities and strengthening local community resources, will be obtained.

In addition to demanding community involvement, government support in the development of ecotourism is very much needed. This can be done by opening up investment opportunities for investors. In managing regional tourism, business cooperation is needed between the local government and the community or investors to develop various tourism potentials owned by the region. Therefore, a comprehensive legal understanding is needed for all stakeholders involved, especially an understanding of contract law. So that the cooperation can be well established, get legal protection, and can be accounted for. The ecotourism cooperation contract, for example, regulates several things, including:

1. Involvement of communities, communities, government, business actors, and tourists in maintaining natural resources.

2. Management of tourism objects must not reduce the existence of local communities.
3. The management of tourism objects uses a partnership pattern between the manager and the local community.
4. No destruction of natural resources in ecotourism management is allowed.
5. Allotment of part of the profits from the management of tourism objects for conservation.
6. Empowerment of local communities in the recovery and maintenance of natural resources.
7. Strict sanctions against acts of destruction and reduction of the quality of the surrounding environment.

Some of the things above are very important in ecotourism management because ecotourism management is not only based on profit gain but also on maintenance and restoration efforts. Community members cooperate with ecotourism managers in protecting biodiversity. Socialization also needs to be given to understand that ecotourism management provides more financial benefits than logging, uncontrolled exploitation of natural resources, and other things that can damage the environment.

Then concerning the management and development of ecotourism, some people who work as MSME actors around the tourism object environment also need to be considered. Based on the results of the mapping carried out by the Financial Services Authority (OJK), MSME actors around tourist areas are included in the category of Potential Losers because they are currently still in a pandemic condition. The policy for the Implementation of Restrictions on Community Activities (PPKM) is still being implemented so that tourism activities cannot run optimally, and resulting in fewer visitors. Therefore, innovation and creativity are needed so that MSME actors can survive in carrying out their business activities, namely by establishing cooperation or partnerships with other parties.

Out transaction processes on MSME activities, an agreement is also needed to provide legal certainty and convenience in conducting business activities for the parties. Understanding a contract, especially in a business context, will undoubtedly benefit

each party to avoid fraud and build a harmonious and mutually beneficial business relationship.

IV. Conclusion

Ecotourism is a concept of sustainable tourism development to support the preservation of nature and culture and increase community participation in management to provide economic benefits to local communities. Legal understanding is needed for all stakeholders in the development of ecotourism, especially to establish mutually beneficial cooperation while still paying attention to the basic principles of ecotourism.

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