

Tourism Development Strategy of Duck and Salted Egg Villages to Improve the Community's Economy

Ismi Dwi Kartika¹, Ahmad Riyadh Umar Balahmar²
^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/icossh.v2i2.384>

Sections Info

Article history:

Submitted: April 15, 2025

Final Revised: May 01, 2025

Accepted: May 11, 2025

Published: May 24, 2025

Keywords:

Tourism village

Development strategy

Educational tourism

Local potential

Community-based tourism

ABSTRACT

Objective: This study aims to find out the development strategy of Duck and Salted Egg Village Tourism in Kebonsari Village, Candi District, Sidoarjo Regency, as well as how the development can improve the economy of the local community. Kebonsari Village has great potential through duck farming and salted egg production which has become a local identity and educational tourist attraction. **Method:** qualitative descriptive method with data collection techniques in the form of interviews, observations, and documentation. The analysis was carried out with a theoretical approach to tourism development strategy which includes five indicators, namely accessibility, attractions, amenities, promotion, and institutions. **Results:** The results of the study show that although this village has quite good access and unique tourist attractions, there are still various obstacles such as lack of supporting facilities, digital promotion that is not optimal, and the absence of official institutions and regulations governing management tour. **Novelty :** The novelty of this study lies in the focus of development strategies based on local potential and the role of village institutions in building sustainable tourism. This finding can be an input for other villages with similar potential.

INTRODUCTION

Tourism is one of the sectors that has a strategic role in national and regional economic development. In Indonesia, this sector has proven to be able to make a significant contribution to Gross Domestic Product (GDP), job creation, and increase the country's foreign exchange. According to data from the Ministry of Tourism and Creative Economy (2020), tourism contributed more than 4% to Indonesia's GDP before the COVID-19 pandemic hit [1]. In addition to macro contributions, tourism also plays an important role in strengthening inclusive development at the local level through community empowerment and environmental conservation. In this context, villages in Indonesia are strategic targets to be developed as community-based tourist destinations. This approach not only encourages the economic growth of the village, but also promotes authentic local cultural values [2].

The development of tourist villages is a form of innovation in the tourism sector that combines elements of education, recreation, and community economy. Tourism villages offer a different experience than conventional tourism because they feature the authenticity of rural life, local wisdom, and the potential of natural resources or village superior products. One of the approaches that is widely used in the development of tourism villages is the community-based tourism (CBT) model which places the community as the main actor in destination management [3]. The success of a tourist

village does not only depend on the natural beauty, but also on the ability of the community to manage, promote, and create unique and educational attractions. In this context, local potentials such as agriculture, livestock, and regional processed products can be the main pillars in the sustainable development of thematic tourism [4].

In terms of policy, the central government has also encouraged the development of tourist villages as part of national priority programs. The Ministry of Tourism and Creative Economy plans a program of 244 independent tourism villages in 2024 as an effort to diversify Indonesian tourism into rural areas [5]. In line with that, the village ministry emphasized the importance of integration between BUMDes and the development of tourist villages in order to have a real impact on the economy of the village community. But unfortunately, out of thousands of villages in Indonesia, only a small part of them are able to develop tourist villages optimally. Common obstacles faced include lack of tourism product innovation, weak human resource capacity, lack of long-term planning, and limited digital promotion [6]. Therefore, regulatory support from the government is also an important legal basis for the development of tourist villages. One of them is Law Number 10 of 2009 concerning tourism, which affirms that people have broad rights and opportunities to participate in tourism activities, including in the independent management of tourist objects and attractions [7]. And in the context of village economic development, Law Number 11 of 2020 concerning job creation also supports the ease of doing business for the informal sector and MSMEs, including village business units such as educational tourism and local culinary.

In the context of inclusive tourism development and based on local potential, each region in Indonesia has the opportunity to develop its own tourism characteristics. One of the provinces that pays great attention to strengthening [8]. the local tourism sector as a driver of the community's economy is the province of East Java. This province has advantages in terms of location, accessibility, cultural diversity, and high potential for natural and human resources. According to data from BPS East Java (2023), there has been a significant increase in domestic tourist visits to various destinations in East Java. The provincial government also encourages the development of tourist villages through synergy with ministries and districts/city programs [9]. This is strengthened in the East Java Regional Medium-Term Development Plan (RPJMD) 2019-2024 document, which includes the development of tourist villages as part of the inclusive development strategy and economic empowerment of the community.

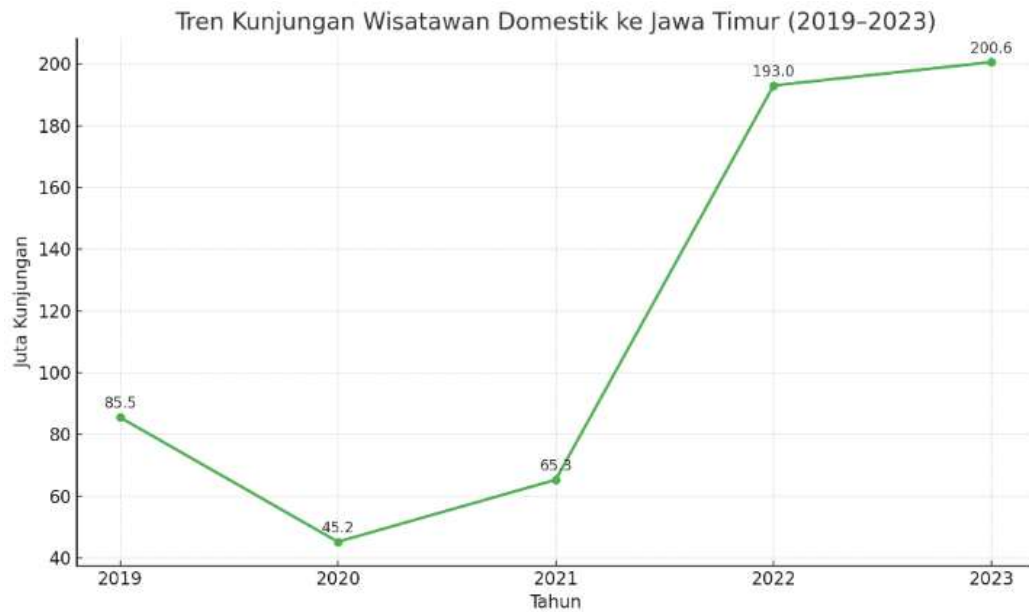


Figure 1. Graph of the increase in the number of domestic tourists in East Java tourism
 Source : Processed from the Central Statistics Agency of East Java (BPS) 2023.

And along with the efforts of the East Java provincial government in encouraging the development of tourism villages based on local potential, a number of districts/cities in this region also take a strategic role. One of them is Sidoarjo regency which has a strategic position and high accessibility as a buffer area for the city of Surabaya. This district is known for its potential for small and medium industries, handicraft centers, and processed food products such as smoked milkfish, shrimp crackers, and salted eggs. The tourism sector in Sidoarjo is still in the development stage, but it has quite promising prospects, especially on a local and regional scale. Several villages in Sidoarjo have tried to implement the concept of thematic kampoeng as an effort to diversify the economy and increase people's income. However, this development still faces various obstacles such as a lack of promotional innovation, limited infrastructure, and the suboptimal role of local institutions.

Table 1. Tourism Village Data in Sidoarjo Regency

No.	Name of Tourism Village	Explanation
1.	Pari Temple Village	Historical and cultural tourism village, which has a stingray temple and a well temple, as well as ludruk culture.
2.	Ponokawan Village	Offering cultural and natural tourism, including in the flagship village development program.
3.	Tlocor Village	The location of Sarinah island with mangrove tourism and mud craters.

No.	Name of Tourism Village	Explanation
4.	Pagerngumbuk Village (Gadget Village Lali)	A traditional educational village without gadgets, with outbound and traditional cultural games.
5.	Lapindo Mud Village	Lapindo mud educational tour.
6.	Kebaron Village	Agrotourism picks guava with various varieties, registered as a developing tourism village.
7.	Mining Village (Sido Resik)	River tourism and environmental education.
8.	Jetis Village (Kampoeng Batik Jetis)	Sidoarjo's typical batik craft center which is also an educational destination.
9.	Prambon Village (Prambon Forest Tourism)	Nature-based family tourism and children's education.
10.	Kebonsari Village (Duck and Salted Egg Village)	The center of duck farming and salted egg production has been known nationally and a symbol of food security since 2010.

Source : Processed from jadesta.kemenparekraf.go.id

One of the villages in Sidoarjo that has great potential to be developed as a tourist destination is Kebonsari Village located in Candi District. This village is known for two superior commodities that have become local identity, namely, the center of duck farming and salted egg production which has been going on for generations [10]. And this village has also been inaugurated in 2010 by the regent of Sidoarjo Win Hendarso, as a Duck and Salted Egg Village Tourism Village. And has won national awards in food security competitions and made him one of Sidoarjo's icons. The production of salted eggs in this village is not only limited to household economic activities, but has become a local identity that is inherent in the community. In addition, the broiler duck and laying business also supports the lives of most residents. which makes this sector very potential to be developed into a tourist attraction based on education and direct experience. For example, tourists are invited to visit the duck cage, learn the process of salting eggs, and enjoy typical processed salted eggs made by the local community. However, the development of Kampung Bebek and Salted Eggs Tourism still has various obstacles such as the limited infrastructure in this tourism village, promotional activities are still simple and have not reached digital media optimally, and weak human resource capacity in terms of tourism village development [11]. Therefore, a strategy is needed that is able to synergize local potential, policy support, as well as marketing and packaging innovations of tourism products to make Kebonsari Village a tourist village based on ducks and salted eggs.

Previous research used as a reference in this study includes Rahmad Awang Samodra with the title "Strategy for the Development of Creative Tourism of Duck and Salted Egg Villages in Kebonsari Village, Candi District, Sidoarjo Regency" in 2020 using qualitative descriptive methods with data collection techniques through interviews, observations, and documentation. The findings determine tourism development strategies that are in accordance with creative tourism in Kebonsari Village, Candi District, Sidoarjo Regency. To achieve the objectives of the research, four stages of analysis were carried out, namely first, identifying the characteristics of creative tourism of ducks and salted eggs in Kebonsari Village, Candi District, Sidoarjo Regency using qualitative descriptive analysis techniques, then analyzing the level of interest and performance of the creative tourism sector of ducks and salted eggs based on tourist perception using science analysis techniques, and finally formulating creative tourism development strategies in the village Kebonsari uses triangulation analysis [12].

In addition, there is also another research that is a reference in this study, namely from Arif Syaifudin with the title "A model of community empowerment in Duck and Salted Egg Villages in Kebonsari Village, Candi District, Sidoarjo Regency" in 2022 using a qualitative descriptive method with data collection techniques through interviews, observations, and documentation. The findings are that in the group of resource breeders who manage insufficiently so that they cannot manage properly and seen from several aspects (institutional aspects, management aspects, organizational aspects, and material mastery aspects) this group as an agent of change does not run well and has not mastered the empowerment material [13]. And other research that can be used as a reference in this study is from Dionysius Herman Kristianto, Arwi Yudhi Koswara with the title "Direction for the Development of the Gunung Anyar Mangrove Ecotourism Area Surabaya" in 2021 using qualitative methods including interviews, surveys, and direct observation in the field. The results of this study are obtained 20 directions for the development of the new mountain mangrove ecotourism area, such as expanding mangrove hatcheries and providing Smart Green House infrastructure for educational purposes for tourists [14].

Based on the problems that arise, the author will analyze the Tourism Development Strategy of Duck and Salted Egg Villages to Improve the Community Economy in Kebonsari Village using the Theory of Tourism Development Strategy according to Cooper (2008). Tourism development strategy theory is an approach used to design systematic steps in building and developing the tourism sector in a sustainable manner [15]. The tourism development strategy not only focuses on increasing the number of tourists, but also on creating a comprehensive tourism system, from tourism planning to institutional strengthening. Tourism Development Strategy Theory Cooper (2008). It includes several important indicators that are the basis for successful development, namely 1) accessibility (which refers to the ease of tourists in reaching tourist sites). 2) attractions (related to the main attractions offered). 3) Amenities (including supporting facilities that improve the comfort of tourists). 4) promotion

(focusing on marketing efforts to be widely known to the public). 5) Institutional (regarding the management structure and coordination between the parties involved).

Thus, through these five indicators, the theory of tourism development strategy will provide a comprehensive framework for designing and evaluating tourism policies that are not only oriented towards growth, but also on sustainability and empowerment of local communities.

RESEARCH METHOD

This research is a type of qualitative descriptive research with a focus on research on the development strategy of duck and salted egg villages tourism to improve the community's economy, this research will specifically describe and analyze how the tourism development strategy carried out by the village government with the community and the extent to which the implementation of the strategy is able to encourage the improvement of the economic welfare of residents. This method aims to provide an in-depth picture based on facts found in the field, without manipulating variables, with the researcher as the main instrument in the data collection process [16]. The theory used in this study is the theory of tourism development strategies according to Cooper (2008). Which includes five main indicators, namely: 1) Accessibility (i.e. the ease of tourists in reaching the location), 2) Attractions (i.e. the main attractions offered), 3) Amenities (i.e. in the form of supporting facilities for tourists), 4) Promotion (i.e. tourism marketing efforts), and 5) Institutional (including the structure and coordination between parties in tourism management). As well as data collection techniques through observation, interviews, and documentation. And data analysis uses the model of Miles and Huberman (1984) which consists of three stages, namely, data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

Results

The development of Tourism Villages as one of the development strategies based on local potential requires a holistic approach that includes physical, social, institutional, and technological aspects. Kebonsari Temple Village, Sidoarjo Regency, is one of the villages that is trying to develop local potential through educational tourism based on duck farming and salted egg production. However, there are still problems that are obstacles in developing this tourism village, namely, the limited infrastructure in this tourism village, promotional activities are still simple and have not reached digital media optimally, and the weak human resource capacity and weak human resource capacity in terms of tourism village development. Therefore, in this study, the problem will be analyzed using the theory of tourism development strategies according to Cooper (2008). which includes five important indicators, namely, 1) Accessibility, 2) Attractions (tourist attractions), 3) Amenities (supporting facilities), 4) Promotion and marketing, and 5) Institutions. Through the perspective of tourism development strategy theory [15]. This

research is expected to determine the extent of readiness and effectiveness of the management of Kampung Bebek and Salted Egg tourism in supporting local economic growth and increasing community participation.

1. Accessibility

The theory of tourism development strategy put forward by Cooper (2008) with one of its indicators, namely executable which refers to how easy it is for tourists to reach tourist locations, both in terms of road infrastructure, public transportation, and available directions. In this case, the highlight in accessibility is the ease of reaching tourist locations. The existence of efficient and easily accessible routes is one of the absolute requirements in supporting the growth and success of a tourist destination as well as factors that affect the interest of visitors and the comfort of visitors. Based on an interview with Mr. Ari as the Secretary of Kebonsari Village, it was stated that:

"For road access to the Duck and Salted Egg Village tour, it is very easy, namely you can go through the main route of the eastern ring and go to Rt.02 Rw.03, or it can also be from the direction of Klurak Village." (interview on July 16, 2025).

This shows that this Tourism Village already has the advantage of being functionally connected to the main road, as well as having alternative access through other areas. This is a very supportive condition, because this can be a positive first impression for visitors. And the existence of more than one route to the location is also a form of flexibility in managing the flow of visits. Although the general ease of access has been identified, this does not fully guarantee comfort and safety if the supporting infrastructure is not in optimal condition. Therefore, the quality of the road to tourist sites is an important concern in the context of sustainable destination development. Based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village, it was stated that:

"For road infrastructure, the village government has actively carried out comprehensive road repairs because in this village there are areas that are still often affected by floods so that it can hinder business actors from developing. And in 2024 we will also get assistance from Bank Jatim to improve the road to this tourist village." (interview on July 16, 2025).

This provides the commitment of the village government in maintaining the feasibility of infrastructure, and external challenges in the form of floods which are still recurring problems. This situation illustrates that improving physical access is not only a technical issue, but is related to the dynamics of the environment and the local climate. Because, areas that are prone to flooding can reduce the quality of tourism experiences and cause losses for local business actors. In the context of a sustainable development strategy, infrastructure is ideally designed to be not only structurally strong, but also resilient to weather changes and natural disasters. And for assistance from Bank Jatim, it is also a form of synergy between the banking sector and the village government that should be appreciated. However, this support also needs to be followed by careful technical planning, regular maintenance, and supervision so that the results are not temporary, but have a long-term impact. And in addition to road access and physical infrastructure, another important aspect of accessibility is the existence of an information

system or directions. This is to make it easier for visitors to find locations faster without obstacles. based on an interview with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stated that:

"For access to the duck and salted egg village tourism in Kebonsari village, it is quite easy to reach, it can be from the center of Sidoarjo or from the Klurak village route. The main road of this village is also asphalted and can be passed by four-wheeled vehicles. But access to the farm site and the salted egg production site is still limited in directions." (Interview on July 25, 2025).

Based on this description, it can be concluded that the accessibility to Duck Village and Salted Egg Tourism in Kebonsari Village is quite good. Because, the tourist location can be reached from the main route of the eastern ring road and alternative routes from Klurak Village, and there are paved roads that can be passed by four-wheeled vehicles. In addition, the village government has also shown a commitment to improving infrastructure, including efforts to repair roads affected by floods and has collaborated with external parties, namely Bank Jatim. This indicates that there are real steps in strengthening tourism supporting infrastructure as part of a sustainable development strategy. However, there are still problems in the event that there is no availability of directional facilities to this tourist location, such as to duck farms and salted egg production centers. This can hinder the comfort of visitors, especially those who are coming for the first time, as well as reduce the impression of the professionalism of tourist destinations. Therefore, although the accessibility aspect has progressed, it is still not fully complete because in terms of directional facilities are not yet available to support a quality tourist experience.

2. Attractions (Tourist Attractions)

Attraction Indicators are the main attraction that encourages tourists to visit an area. These attractions can be natural, cultural, or artificial. And for the success of tourism development depends heavily on the quality, uniqueness, and attractiveness of the attractions offered. In terms of the development of the Kampung Bebek and Salted Egg Tourism Village, the main strength of the attraction (tourist attraction) lies in the educational approach offered to visitors, especially through salted egg making activities and the introduction of duck farming directly. This is based on the results of an interview with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stating that:

" For the attraction in this tourist village, it is education on salted egg making which is aimed at students starting from kindergarten, elementary, junior high, and high school. Because this program is included in learning local content which can be a plus value in developing this education-based tourism. (Interview on July 25, 2025).

This reveals that the orientation of attractions (tourist attractions) in this tourist village is not solely recreational, but also has added value in the form of education. Because, by introducing the salted egg production process to children and adolescents, this destination not only educates but also participates in preserving local wisdom and strengthening the village's identity as a center of excellence agribusiness. And in addition, this educational model also has the potential to support the development of character, skills, and appreciation for the breeder profession which is often overlooked.

However, the development of tourist attractions (tourist attractions) in tourist villages is currently still single and has not experienced other tourism developments. which destinations are still aimed at duck farming activities and salted eggs only. This is based on an interview conducted with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stating that:

"For this year and next year, we are still focused on duck farming and salted egg production only. And there are no plans for the development of a form of tourism other than duck farming and the production of salted eggs." (Interview on July 25, 2025).

This reflects the limitations in the expansion of various attractions (tourist attractions) that can have an impact on the competitiveness of destinations in the long term. Therefore, although currently the livestock education tourism approach is quite effective, in the future it is also necessary to develop additional attractions (tourist attractions) that are still in line with local potential, such as culinary tourism, craft workshops, or annual events with the theme of duck and salted eggs. But on the other hand, the support from the village government for strengthening attractions (tourist attractions) can also be seen from the provision of supporting facilities that beautify the location and improve the experience in visits. This is based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village stating that:

"For now, the village government has provided tourism support facilities such as repairing the road leading to the duck cage, has added ornaments to beautify tourist locations and can also be used for taking pictures." (interview on July 16, 2025).

This shows that although the main attractions (tourist attractions) are still limited, attention to aesthetics and visitor comfort has also begun to be considered as part of the strategy to attract visitors, especially the younger generation who strongly consider visual aspects such as instagramable photo spots to be an important support in creating additional attractions and increasing the visibility of destinations on social media. Therefore, ornamental arrangement not only beautifies the area, but is also a smart move in destination marketing through content shared by visitors. Although the development of attractions (tourist attractions) is currently still focused on the duck farming sector and salted egg production only. The village government's efforts in beautifying the location and providing supporting facilities have shown a commitment to improving the quality of visitor experience. And it is hoped that in the future the development of attractions (tourist attractions) and innovations in this tourist village is expected to be developed because it will be the key to maintaining the sustainability and competitiveness of this tourist village.

3. Amenities (Supporting Facilities)

This Amenities indicator refers to the supporting facilities available in tourist destinations, such as lodgings, restaurants, places of worship, public toilets, tourist information centers, and health facilities. This facility is important in supporting the comfort and satisfaction of tourists while at the destination. In the development of the Duck and Salted Egg Village, the availability of amenities (supporting facilities) has begun to be fulfilled gradually. However, there are still current facilities that are still basic

and not fully optimal in supporting the needs of visitors as a whole. This is based on the results of an interview with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stating that:

"For the tourist village facilities that are currently available, it is optimal, but there are still shortcomings of the directional facilities, because sometimes many are confused if they want to visit here, but if there is a visit from school children, we will direct them directly to the location of the farm or tempay for the production of salted eggs. But facilities such as seating and educational boards are also still limited." (Interview on July 25, 2025).

This shows that even though basic facilities already exist such as road access, parking lots, and hygiene facilities. However, additional facilities that play a role in enriching the visitor experience are still limited. Because if there are amenities (supporting facilities) that are still inadequate, it can cause a decrease in the level of visitor satisfaction, even though the main attraction is considered attractive. And regarding community participation in the provision of amenities (supporting facilities) independently, the village government is known to have opened space for residents to contribute, especially in opening stalls or small culinary businesses around tourist sites. However, this involvement is still individual and has not yet become part of systematic and coordinated village planning. This is based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village stating that:

"The village government is currently providing space for participation to the community who are encouraged to open stalls independently, but if it is for the provision of facilities such as homestays or others, it is still not seen systematically. This still shows that the involvement of the residents for now is still individual and not part of the overall village policy." (interview on July 16, 2025).

Based on this description, it can be concluded that the amenities (supporting facilities) at the Duck and Salted Egg Village Tourism in Kebonsari Village have not been fully fulfilled. Basic facilities such as road access, parking, and cleanliness are available, but supporting facilities such as information boards, directions, seats, and educational facilities are still limited. In addition, there are no homestays, information centers, or other tourist facilities that support maximum visitor comfort. And also community participation in the provision of amenities (supporting facilities) has also not been coordinated systematically, because it is still individual, such as opening stalls independently, without comprehensive village policy support. Therefore, the indicators of amenities (supporting facilities) need integrated planning and facility improvement to improve the quality of services and tourism experiences.

4. Promotion and Marketing

These promotion and marketing indicators include marketing efforts of tourist destinations to visitors through various media such as brochures, websites, social media, tourism exhibitions, and partnerships with travel agents. Because, clear, interesting, and easily accessible information will help visitors in planning trips and choosing destinations. And an effective promotional strategy can improve the image and attractiveness of a destination in the local and global markets. In the development of

Kampung Bebek and Egg Salin as local educational tourism destinations, various efforts have been made to promote it, especially through cooperation with local governments and local business actors. This is based on the results of an interview with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stating that:

"For the current form of promotion, we introduce from the small first such as visiting guests from various groups of students, and also collaborate with the Sidoarjo Regency Tourism Office." (Interview on July 25, 2025).

This shows the effort to have a formal initiative in building an institutional-based promotion network. The involvement of the tourism office is a positive first step, because it can expand the reach of promotion through the official agenda of the local government and open up opportunities for other administrative and technical support. This is in line with the collaborative principle in tourism development, where the village government plays a role as a facilitator in building partnerships that strengthen promotion. Meanwhile, based on interviews with business actors in the duck and salted egg farming business. Mother's prayer states that:

"We are assisted by the Sidoarjo Regency Tourism Office. which we are assisted in making halal certificates, BPOM as well, and sales distribution permits." (interview on July 16, 2025).

The focus of support for MSME business actors is more inclined towards legality and strengthening product quality, which is indeed important in increasing business competitiveness, but has not fully targeted the aspect of massive promotion. where strengthening the branding of villages as tourist destinations has not been fully part of the integrated promotion system between the public sector and MSME actors. And also that until now there has been no formal cooperation with influencers or intensive use of social media. This shows that digital promotion, which is currently the basis of modern tourism marketing, has not been used optimally. This is based on an interview conducted with Mr. Nur Hidayat as the chairman of the farmer group "Sumber Pangan" stating that:

"However, currently there is still no formal cooperation with influencers or social media on a massive scale. But currently I have also tried to promote through TikTok, because TikTok has a wide reach, especially since the products in this village have their own characteristics that other regions do not have, even though they are still not optimal." (Interview on July 25, 2025).

This limitation makes it a significant obstacle, because considering the trend of tourists who are currently heavily influenced by digital content, especially on platforms such as Instagram, YouTube, and TikTok. The lack of this digital strategy causes the potential of this tourist village to be not widely known by the outside community, so the dissemination of information only depends on conventional networks. But on the other hand, MSME actors have started to use social media independently, albeit on a limited scale. This is based on interviews with business actors in UD's duck and salted egg farming business. Mother's prayer states that:

"I use the way to promote this business, namely through social media such as WhastApp and Facebook, and sometimes also through business business cards, and on the packaging cardboard there is the name of the store, address, and number for orders." (interview on July 16, 2025).

This shows that even though it has not been integrated into the wider digital promotion system, MSME actors have taken the initiative to use simple digital channels to expand market reach. This is a potential that can be further developed through training and support for an integrated village branding strategy. However, there are also challenges in this promotion and marketing, namely low technological literacy among the public. This results in slow adaptation to digital platforms and low participation in social media-based marketing activities. This is based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village stating that:

"The main challenge in the promotion of this tourism village is the lack of public understanding and insight into technology to jointly develop tourism villages here." (interview on July 16, 2025).

Based on this description, it can be concluded that promotion and marketing at Kampung Bebek and Salted Egg Tourism in Kebonsari Village have not been fulfilled optimally, because promotions are still carried out simply which only rely on student visits, cooperation with tourism offices, and independent promotion by MSME actors through social media on a limited basis. And there is no systematic digital promotion strategy and no cooperation with influencers to promote Duck and Salted Egg Village Tourism in Kebonsari Village. In addition, the low technology literacy of the community is also the main obstacle in the expansion of digital-based promotions which has an impact on the slow adoption of digital-based marketing strategies and the lack of public participation in modern promotional activities. Therefore, it is necessary to increase the capacity of human resources, digital literacy training, and the preparation of an integrated promotion strategy so that the potential of Duck and Salted Egg Village Tourism in Kebonsari Village can be known more widely and attract more tourist visits.

5. Institutional

Institutional indicators include the participation of actors involved in tourism development, such as governments, local communities, business actors, and tourism organizations. This indicator also emphasizes the importance of coordination and collaboration between stakeholders so that tourism development runs in harmony with regional development goals and does not damage existing resources. In terms of the development of the Kampung Bebek and Ojo Asin Tourism Village, a strong institution can create clear governance, increase accountability, and can ensure that tourism development takes place in a directional and sustainable manner. In Kebonsari village, the management of the Duck and Salted Egg Village Tourism Village is currently carried out by an existing farmer group, namely the "food source farmer group". This is based on interviews conducted with UD duck and salted egg farming business actors. Mother's prayer states that:

"Currently, the Duck and Salted Egg Village tourism has been managed by a farmer group called Sumber Pangan and consists of 14 people. Although our group has not been included in the village institution, for now this group has helped a lot to manage this tour. And our group is also often invited to exhibitions or events and that's where we can introduce this duck and salted egg tourism village." (Interview on July 25, 2025).

The involvement of farmer groups as tourism managers shows that tourism development in this village is community-based, and is rooted in the behavior of the agricultural and livestock sectors that have existed before. However, because farmer groups are not institutions specifically formed for destination management, it is necessary to consider strengthening institutional capacity so that tourism management can run more professionally, accountably, and oriented towards public services. Therefore, the first step in institutional strengthening has been carried out by the village government through training and socialization activities to MSME actors involved in tourism village activities. This effort shows the awareness of the importance of strengthening Human Resources (HR) as part of a solid institutional structure. This is based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village stating that:

"For now, the village government has conducted training and socialization to MSME actors involved in this duck and salted egg village tourism village activities." (interview on July 16, 2025).

Training like this is indeed important to provide a basic understanding of the role of MSMEs in the tourism ecosystem, including aspects of service, cleanliness, business management, and promotion. However, this activity also does not fully reflect the formation of a formal institutional structure that can be the basis for policy-making and destination management as a whole. Because they are usually prone to inconsistency and lack of coordination, especially when experiencing a change of group management. And the weakness of the institutional indicators in the development of the Duck and Salted Egg Village Tourism Village lies in the absence of official regulations in the Village Regulation (Perdes) which actively regulates the development of tourism in the Duck and Salted Egg Village. This is based on an interview conducted with Mr. Ari as the Secretary of Kebonsari Village stating that:

"For now, there is no village regulation that officially regulates tourism development, but there has been a circular letter from the village head as a form of administrative support for local tourism development." (interview on July 16, 2025).

Discussion

Based on this description, it can be concluded that the institutions in Kampung Bebek and Salted Eggs Tourism in Kebonsari Village are not fully in accordance with the ideal principles of institution-based tourism destination management that is structured and sustainable. Because currently tourism management is still carried out by the farmer group "Sumber Pangan" which consists of 14 people. Although this group has been active in tourism promotion and management activities, they are still not officially part of the village institution, so the coordination and management functions have not been carried out formally and organized. Currently, the village government has indeed conducted training and socialization to MSME actors as the first step in strengthening human resource capacity. However, there has been no formation of a special institutional structure that handles tourism, and there is no official regulation such as village regulations (perdes) which are the legal basis for tourism development in Kebonsari village. Currently, there is only a circular letter from the village head as a form of

administrative support. Therefore, in the future, it is necessary to establish official institutions, prepare village regulations, and coordinate between all institutions as the foundation of sustainable and professional tourism governance.

CONCLUSION

Fundamental Finding : The study concludes that Kebonsari Village holds significant potential to develop as an educational tourism destination centered on duck farming and salted egg production, offering both economic and cultural value, yet its implementation remains suboptimal due to weaknesses in accessibility signage, attraction diversification, amenities, promotion, and institutional management based on Cooper's (2008) tourism development indicators. **Implication :** These findings imply that optimizing village-based educational tourism requires targeted strategies, including facility improvements, diversification of attractions, structured digital promotion, and the establishment of formal institutional frameworks to ensure sustainability and maximize economic benefits for the community. **Limitation :** However, the study is limited by its focus on a single case and reliance on qualitative analysis, which constrains generalizability and does not fully capture tourists' perspectives or market demand. **Future Research :** Further studies should explore visitor satisfaction surveys, employ mixed-method approaches to measure tourism impacts quantitatively, and conduct comparative analyses with other village-based tourism models to formulate best practices for developing sustainable and culturally rooted educational tourism destinations.

REFERENCES

- [1] S. Saadah, K. Shaleh, D. Arwaty, F. Sukmawati, R. F. Mulyawan, and D. Nababan, "Analysis of the Tourism Industry Sector Affected by Covid-19 and Indonesia's Economic Recovery Efforts from the Tourism Sector," *Jesyra*, vol. 6, no. 1, pp. 247–257, Jan. 2023, doi: 10.36778/jesyra.v6i1.914.
- [2] E. Islam, "ANALYSIS OF TOURISM VILLAGE DEVELOPMENT THROUGH LOCAL WISDOM TO INCREASE COMMUNITY INCOME IN AN ISLAMIC ECONOMIC PERSPECTIVE (Study in Kunjir Village, Rajabasa District, South Lampung Regency) Thesis Submitted to Fulfill Tasks and Meet the Requirements to Get a Bachelor of Economics (S.E) Degree By: Tati Toharotun Nupus 1551010307," 2020.
- [3] NURFAISAL, R. "Strategy for the Implementation of Community-Based Tourism Principles in Cikalahanng Tourism Village, Dukupuntang District, Cirebon Regency" (Doctoral dissertation, UIN SIBER SYEKH NURJATI CIREBON) (2025).
- [4] N. B. Hartanti, T. N. Fatmawati, W. Punto, I. Mohammad, and S. Christina, "SUSTAINABLE AREA DEVELOPMENT STRATEGY OF SUKABUMI REGENCY THROUGH OPTIMIZATION OF LOCAL POTENTIAL: MANAGEMENT OF GURILAPS, AGRICULTURE, AND CREATIVE ECONOMY," *JOURNAL OF RESEARCH AND SCIENTIFIC PAPERS OF THE RESEARCH INSTITUTE OF TRISAKTI UNIVERSITY*, PP. 11–30, Jan. 2025, doi: 10.25105/pdk.v10i1.21711.

- [5] NURMALASITA, N. T. "THE IMPACT OF THE DETERMINATION OF TOURISM VILLAGES ON CHANGES IN PHYSICAL AND NON-PHYSICAL COMPONENTS IN GENILANGIT VILLAGE, PONCOL DISTRICT, MAGETAN REGENCY" (Doctoral dissertation, National Land College) (2024).
- [6] Angkasa, N. "Exploring Obstacles and Possibilities in the Implementation of Tourism Village Development: A Study of North Lampung Regency". *Innovative: Journal Of Social Science Research*, 4(2), 4614-4627 (2024).
- [7] D. Gde Rudy and I. Dewa Ayu Dwi Mayasari, "Principles of Tourism and Community Priority Rights in Tourism Management based on Law Number 10 of 2009 concerning Tourism", doi: 10.22225/kw.13.1.929.1-5. 2019
- [8] R. Kurniawan and F. Iriani, "The Impact of Tourism on Economic Growth of Marginalized Regions in Indonesia," *Journal of Economic Education and Entrepreneurship Studies*, vol. 5, no. 2, p. 2024, [Online]. Available <https://journal.unm.ac.id/index.php/JE3S/index>.
- [9] F. Nurany, R. Dinda Erlisyafitri, D. P. Cahyaningrum, and L. Kusuma, "THE ROLE OF STAKEHOLDERS IN EFFORTS TO DEVELOP THE LOCAL ECONOMY THROUGH CULTURAL TOURISM AT THE TAWANG ALUN TEMPLE SITE IN SEDATI DISTRICT, SIDOARJO REGENCY" 2022.
- [10] SANUSI, R., & PUTRI, M. (2022). THE DEVELOPMENT OF KAMPUNG BEBEK TOURISM THROUGH SOCIAL MEDIA TO IMPROVE THE COMMUNITY'S ECONOMY IN KEBONSARI VILLAGE, KEC. *Journal of Abdi Bhayangkara*, 4(02), 1545-1554.
- [11] Felda, N. E. "EMPOWERMENT OF DUCK FARMERS GROUPS AS FOOD SOURCES IN DUCK AND SALTED EGG VILLAGE, KEBONSARI VILLAGE, CANDI DISTRICT, SIDOARJO REGENCY" (Doctoral dissertation, UPN VETERAN EAST JAVA) (2024).
- [12] Samodra, R. A. "Creative Tourism Development Strategy of Duck and Salted Egg Villages in Kebonsari Village, Candi District, Sidoarjo Regency". *Sepuluh Nopember Institute of Technology* (2020).
- [13] Syaifudin, A. "Community Empowerment Model in "Duck and Salted Egg Village" Kebonsari Village, Candi District, Sidoarjo Regency" (Study on Food Source Duck Farmers Group). *Transparent*, 14(2), 1-7 (2022).
- [14] Kristianto, D. H., & Koswara, A. Y. "Araahan Development of the Gunung Anyar Mangrove Ecotourism Area Surabaya". *ITS Engineering Journal*, 10(2), D111-D116 (2021).
- [15] Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. *Tourism: "Principles and Practice* (4th ed.). Pearson Education Limited" (2008).
- [16] Handayani, I., & Widiastuti, D. "Qualitative Descriptive Approach in Social Research: A Study on the Development of Tourism Villages". *Journal of Social Sciences and Humanities*, 9(2), 115-122 (2020).

Ismi Dwi Kartika

Muhammadiyah University of Sidoarjo, Indonesia

Email: ismidwikartika315@gmail.com

*** Ahmad Riyadh Umar Balahmar (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: riyadh_ub@umsida.ac.id
