



Development Of Wana Wisata Ternadi As An Effort To Increase Tourist Visits In Ternadi Village, Kudus Regency

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ABSTRACT

Wana Wisata Ternadi is one of the attractive natural tourist destinations in Kudus Regency, Central Java. However, this tourism potential has not been maximally optimized, so tourist visits are still low. Therefore, efforts to develop Wana Wisata Ternadi are very important to increase tourist visits to this area. This study aims to identify potentials and constraints in the development of Wana Wisata Ternadi, as well as formulate appropriate strategies to increase tourist visits. The research method used qualitative approach includes field observation, in-depth interviews with relevant stakeholders, and secondary data analysis. The results showed that Wana Wisata Ternadi has extraordinary natural potential, such as beautiful natural scenery, biodiversity, and historical heritage. However, the main obstacles faced are the lack of supporting infrastructure, lack of promotion, and not optimal management of tourist attractions. Therefore, the recommended strategy includes development through the 4A tourism attraction development approach (Access, Attractions, Activities and Amenities), increasing promotion through digital media, and empowering local communities in tourism management.

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INTRODUCTION

Kudus Regency, located in Central Java, has enormous tourism potential, one of which is Wana Wisata Ternadi. The area offers stunning natural beauty, with breathtaking views of mountains, forests and waterfalls. Ternadi is a village at the northern end of Kudus Regency, Central Java located on the slopes of Mount Muria. Located in Dawe District, this area has typical mountain air with a temperature of around 15 degrees Celsius (Wisnu, 2024). Although it has extraordinary potential, based on data from the Kudus Regency Tourism and Culture Office, tourist visits to this tourist attraction are still relatively low.

The low tourist visits to Wana Wisata Ternadi are caused by several factors, including limited supporting infrastructure, such as inadequate road access, lack of accommodation facilities, and lack of other supporting infrastructure (Kiskenda & Trimandala, 2023),

(Apriyanto, 2020). In addition, promotion that has not been maximized, both through conventional and digital media, also causes the level of tourist awareness of this tourist attraction is still low (Agus et al., 2023)(Tiago et al., 2021)(Stankov & Gretzel, 2021).

Tourist activities on the mountain certainly cannot be separated from tourists looking for beautiful scenery from above. One of the most famous tourist destinations is Wana Wisata Desa Ternadi located in Dawe District, Kudus Regency. Ternadi village itself has several objects that tourists can enjoy such as Kaliyitno's tomb, Gambir waterfall, Bukmulung hill, Das Malang waterfall, Kakas Indah hill, Prahū Bubar hill, campground and viewing station. As for local products that can be enjoyed such as ternadi coffee and avocado. Of the various tourist attractions, the most popular among tourists is the viewing station. Because it is located in the top area of Ternadi village, the viewing platform has an extraordinarily beautiful view. With the existence of a viewing platform at Wana Wisata Ternadi, the community can also feel the economic impact by selling local products through stalls that stand in the tourist area.

The formulation of this research problem is (1) What are the potentials and constraints in the development of Wana Wisata Ternadi? (2) What is the right strategy to increase tourist visits to Wana Wisata Ternadi? To answer the formulation of the problem, this study uses a combined approach between qualitative methods. A qualitative approach is used to identify potentials and constraints in the development of Wana Wisata Ternadi through field observations and in-depth interviews with stakeholders, then analyzing secondary data related to tourist visits and tourist preferences.

The Ministry of Tourism is ready to facilitate the development of tourism potential in Kudus Regency, Central Java, so that it is better known and targeted for tourist visits (Dayrobi et al., 2020). So that the management of Wana Wisata Ternadi has not been optimal, especially in providing services and attractions that are attractive to visitors. The lack of involvement of local communities in the development and management of attractions is also one of the obstacles, so that the potential of the creative economy has not been maximally explored (Seriany Tongloa, 2016), (Seriany Tongloa, 2016), (Saleh, 2022).

The novelty of this research where the development of tourism in Indonesia has become the focus of the government in recent years. Various programs and policies have been launched to improve the competitiveness of tourist destinations, including infrastructure development, promotion, and improving the quality of human resources. However, there are still gaps in the implementation of these programs at the regional level, especially in areas that have untapped natural tourism potential. So that this research makes a new contribution in the development of tourism in Kudus Regency, especially in Wana Wisata Ternadi. By combining qualitative

approaches, this research can provide a comprehensive picture of the potential and constraints in the development of these attractions, as well as formulate appropriate strategies to increase tourist visits. In addition, this study also provides specific recommendations that can be implemented by local governments and other stakeholders.

RESEARCH METHOD

This research uses a qualitative method approach, field observations and in-depth interviews with stakeholders, such as local governments, tourism object managers, local communities, and tourists. Field observations were conducted to identify the potential and existing conditions of Wana Wisata Ternadi, while in-depth interviews aimed to explore information about the constraints and challenges in its development. Meanwhile, to analyze secondary data, such as tourist visit data, tourist characteristics, and tourist preferences, as well as the results of previous surveys and studies.

RESULTS AND DISCUSSIONS

Potential and Constraints of Development of Wana Wisata Ternadi

a. The potential of Wana Wisata Ternadi

1) Attractions / The Potential of Wana Wisata Ternadi in Ternadi Village

In 2017 Wana Wisata Ternadi is very popular among residents of Kudus and its surroundings because it presents beautiful natural scenery, cool mountain air and contemporary photo spots. In addition, the Wana Wisata Ternadi area is also often used as a venue for downhill events, because of the steep and challenging terrain. Since the Covid-19 pandemic entered Indonesia in early 2020, Wana Wisata Ternadi has experienced a considerable impact regarding government regulations prohibiting people from gathering in large numbers in an area. As a result, a lot of damage was experienced in terms of accessibility, facilities and economy of Wana Wisata Ternadi.

Attractions that can attract tourists to visit Wana Wisata Ternadi are beautiful mountain scenery, cool mountain air, photo spots with contemporary features. Indeed, there is no special tour package offered by Wana Wisata Ternadi, so tourists must come directly to Wana Wisata Ternadi to enjoy it. In addition, there are also stalls that sell local products of Ternadi Village such as coffee and ternadi avocados.

The average tourists who visit are students, general and employees of companies or organizations for example PT Djarum which several times held downhill mountain bike events in the Wana Wisata Ternadi area, tourists who enjoy the scenery etc.

Tourists are interested in visiting Wana Wisata Ternadi, because it presents a view from the top of the mountain where tourists can see the Logung reservoir from a distance and a charming sunset view. Although there are several natural attractions on Mount Muria, Wana Wisata Ternadi is one of the most popular.



Image 1. The View of Muria Mountain at Wana Wisata Ternadi
Source: (@ali_civil_disorder, 2020)



Image 2. Waterfall of Wana Wisata Ternadi
Source: (fbternadi, 2017)



Image 3. Photo Spot Wana Wisata Ternadi
Source: Author

2) Accessibility of Wana Wisata Ternadi

Accessibility to Wana Wisata is not feasible, because the condition of the road is uphill, damaged, steep and narrow, there are even some parts that landslide. This clearly requires improving the quality of the road to Wana Wisata Ternadi so that tourists feel comfortable and feel safe when heading to Wana Wisata Ternadi. Public transportation is not available to the Wana Wisata Ternadi area, because the road conditions are uphill, narrow and not maintained. The majority of tourists who go to Wana Wisata Ternadi choose to use private vehicles Especially two-wheeled engine vehicles. The average tourist feels a sense of anxiety when heading to the Wana Wisata Ternadi area, due to the damaged and narrow road conditions. There are signs, but the quantity and quality are still very lacking and cannot be easily seen and understood by tourists who want to go to Wana Wisata Ternadi. If tourists find it difficult to find the location of Wana Wisata Ternadi, then tourists can ask the surrounding villagers to get the right direction to Wana Wisata Ternadi. Directional information boards are not yet well available, making it quite difficult for tourists to find the location of Wana Wisata Ternadi.



Image 4. Wana Wisata Road Access

Source: Author

3) Amenities of Wana Wisata Ternadi

Wana Wisata Ternadi has amenities such as food stalls, toilets, prayer rooms, parks and large parking lots even though they are less organized. Wana Wisata Ternadi's clean water facilities come from local springs which are channeled through pipes. For toilets can be considered less, because they are poorly maintained and small, as well as a small amount. Waste treatment is also a problem in Wana Wisata Ternadi, because there is still garbage piled up in the garbage disposal area and there does not appear to be a janitor to manage the existing waste. The operational hours of Wana Wisata Ternadi are 07.00 to 17.00 WIB. Tourists will be charged an entrance fee of five thousand rupiah, while the parking fee is two thousand rupiah for motorbikes and five thousand rupiah for cars. Tourists are also facilitated with prayer rooms, making it easier for tourists who want to carry out prayers. There needs to be development of amenities such as toilets, parks, and viewing stations.



Image 5. Facilities of Wana Wisata

Source: Author

4) Activities of Wana Wisata Ternadi

Activities that tourists can do while in Wana Wisata Ternadi are relaxing and taking pictures with the background of the mountains and some contemporary photo spots. For a certain time, downhill mountain bike events are held. In addition, tourists can also enjoy local dishes at stalls in the Wana Wisata Ternadi area such as coffee and avocado, or just warm instant noodles to accompany the cool mountain air. Until now there have been no new activities that have sprung up in Wana Wisata Ternadi, activities are still the same

as those routinely carried out by residents and tourists. Tourists feel comfortable when visiting Wana Wisata Ternadi because the atmosphere is calm and still beautiful because it is surrounded by mountains. Tourists also feel happy because they can interact directly with friendly stall owners who are able to answer tourists' questions well and are active in serving tourists so that tourists want to visit again.

b. **Constraints on the Development of Wana Wisata Ternadi**

The development of Wana Wisata ternadi is assisted by the government and companies or private organizations to develop and help preserve the environment. The Forest Management Institute (Perhutani) plays a role in helping preserve nature. Ternadi villagers also play a role in helping to develop the attractiveness of Wana Wisata Ternadi through marketing local products of Ternadi village. However, it is constrained by the condition of road infrastructure and aminity facilities.

Strategies to increase tourist visits to Wana Wisata Ternadi

1. **Development of Supporting Infrastructure**

The development focuses on the condition of road infrastructure and amenities facilities in the form of reorganized parking lots, the condition of restaurants, toilets, prayer rooms, visitor rest seats, road signs, and activity development can be in the form of outbound activities and trekking activities.

2. **Increased Promotion Through Digital Media**

Marketing has been carried out so far through local and digital media.

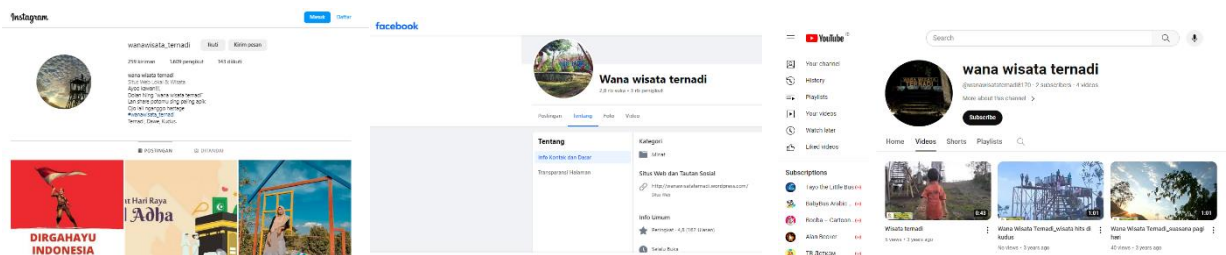


Image 6. Social Media of Wana Wisata Ternadi

Based on image 6. social media marketing strategy is one of the most popular and friendly marketing strategies among Indonesian tourism industry players. Promotion is one of the efforts of tourism industry players to build brands and increase tourist visits (Rohimah & Hakim, 2021). So, Wana Wisata Ternadi social media for Instagram, Facebook and YouTube is the last update in 2020. Even the number of posts on youtube is at least 3 videos. So the need to increase social media promotion or can also try to other social media such as tiktok etc.

3. **Empowering Local Communities**

Community Based Tourism (CBT) emerged as an alternative to tourism development (Ade, 2021). Community empowerment is important to strengthen the social capital needed for community-based tourism development (Helena et al., 2022). Local community empowerment needs to be further involved in the development of Wana Wisata ternadi local tourism, namely in addition to being involved in tourism management, parking, stall traders, but there needs to be guides involvement.

4. Cooperation with the private sector and other stakeholders, namely:

According to Ansell and Gash, collaborative governance is a way of a government that regulates one or more public institutions of non-governmental stakeholders in a collective decision-making process that is formal, consensus-oriented, and deliberative that aims to create or implement public policies or manage public programs or assets (Kedasi Silayar, Ika Sartika, 2021). The cooperation that needs to be carried out is:

- a. Cooperate with institutions or private companies in the development of Wana Wisata Ternadi.
- b. Cooperate with the government through government programs in improving tourism management and tourism promotion
- c. Cooperate with academics / educational institutions.
- d. Participate in district, provincial, national and international tourism exhibitions.
- e. Realizing and developing natural tourism attractions in the form of caves and waterfalls in Bakaran Hamlet which is closest to Ternadis tourism as a leading supporting attraction in Ternadi.

CONCLUSION

Wana Wisata Ternadi has tremendous potential to be developed as an attractive natural tourism destination in Kudus Regency. However, several obstacles such as limited infrastructure, less than optimal promotion, and suboptimal management need to be overcome to increase tourist visits to this area. This research recommends several main strategies, namely the development of supporting infrastructure, increasing promotion through digital media, optimizing tourism object management, empowering local communities, and collaborating with the private sector and other stakeholders. The implementation of these strategies is expected to increase the attractiveness of Wana Wisata Ternadi, so as to attract more tourists and have a positive economic impact on the local community.

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