

# Cultural Tourism Management and Tourist Perceptions in Realizing Sustainable Tourism in Polowijen Cultural Village, Malang City

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## ABSTRACT

Polowijen Polowijen Cultural Village (PCV) is one of the thematic villages in Malang City that carries the theme of cultural education as a preservation effort. In 2019-2022, PCV experienced a decrease in the number of tourist visits. Many other factors affect the number of tourist visits. The lack of maximum role of the government and local communities in preparing PCV and the existence of tourism management and tourist perceptions is one of the factors that can affect the number of tourist visits. The purpose of this study was to determine tourism management in PCV; determine the perception of tourists towards tourist attractions in PCV; determine the relationship between age and latest education to tourist perceptions at tourist attractions in PCV. This research is descriptive with a quantitative approach, so the method used is survey. Data analysis includes descriptive, Likert measurement, and chi square test. The results of this study indicate that the strategies carried out by PCV include: a). uniting thoughts between POKDARWIS and the local community; b). increasing activities in PCV that are varied and segmented; and c). cooperating with various parties who want to support the implementation of activities in PCV. PCV's program is to improve and enhance existing activities through collaboration with various parties. The problem faced by PCV is the lack of Human Resources (HR) in the participation of POKDARWIS management and the local community. Tourists' perceptions of PCV tourist attractions are categorized as good. However, there are shortcomings that need to be corrected by the manager. In the relationship between age and the last education of respondents on the perception of tourists at PCV tourist attractions, it is known that there is no significant relationship.

**Keywords:** Tourism Management, Tourist Perception, Polowijen Cultural Village

## INTRODUCTION

Malang Malang City is one of the second largest cities in East Java. The city has a variety of interesting places that become tourist attractions. The existence of tourist attractions is very important in tourism, because the main reason tourists visit an area is the attractiveness and potential of the tourist attraction [1]. One of the tourist destinations that is the mainstay of Malang City is the Thematic Village [2]. Since the popularity of Tridi Village (3D), Jodipan Colourfull Village (JCV), and Arema Blue Village in 2016, thematic villages have become one of the icons of Malang City. This success encouraged the government to create a thematic village policy in all sub-district villages through the "Malang Design Festival" competition held by the Regional Planning and Development Agency (BAPPEDA) of Malang City. The program aims to create 57 thematic villages as icons and drivers of improving the welfare of Malang City residents [3]. In addition, the development of thematic villages aims to reduce poverty by fulfilling basic needs, encourage the local economy by exploring the economic potential of the community as a stimulus for regional

development, and improve the quality of the environment where residents live [4]. These efforts are made to realize sustainable tourism in Malang City. Then, the development of thematic villages in each sub-district is expected to overcome the problem of economic development in Malang City which is uneven and does not reach widely due to the tendency to be centered in the middle of the city [5].

Based on POKDARWIS data in Malang City in 2022, the Malang City Youth, Sports and Tourism Office (DISPORAPAR) noted that there are 23 thematic villages spread across 5 (five) districts. The themes in each thematic village are different, such as culinary, crafts, artificial, religious, cultural, and historical. The selection of the theme based on the potential or characteristics of each village. Polowijen Cultural Village (PCV) is one of the 23 thematic villages in Malang City that carries the theme of history and culture. The manager does this as an effort to preserve local culture, especially the Malangan Mask, so that the attractions and attractions offered are closely related to cultural tourism, [6] including:

1. Dance, including traditional dance, Malangan mask dance, and dolanan dance;
2. Cultural Education, including sinau tembang klagenan, sinau jula juli & ludruk Malang, sinau budaya Malangan, sinau pedalangan Malang, sinau nggambar, and sinau mocopat Java;
3. Crafts, including hasta karya, Malang batik craft, and Malang mask craft.

The diversity of attractions should attract tourists to visit PCV. However, the fact is that the number of tourist visits at PCV tourist attractions has decreased significantly. Data on the number of tourist visits in PCV in 2019 – 2022 in Figure 1.

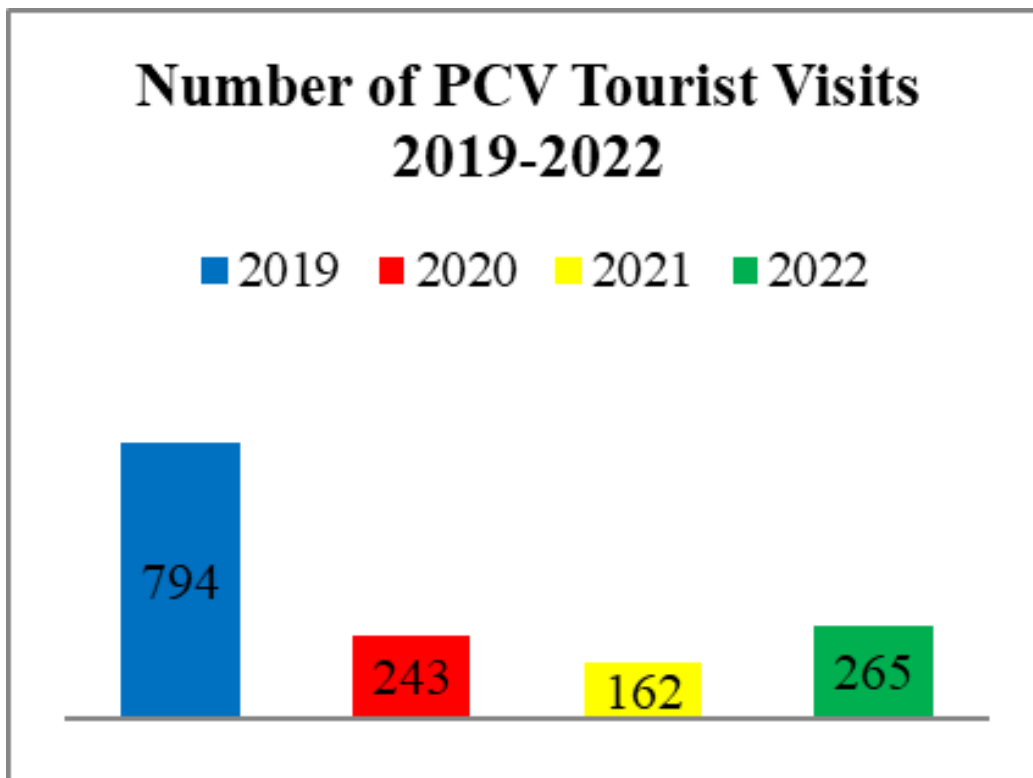


Fig. 1 Number of PCV Tourist Visits 2019-2022

Source: PCV Manager (2023)

Figure 1, shows that PCV has experienced a significant decline in visits. Many factors can lead to a decrease in the number of tourist visits to tourist attractions, such as the condition of the object itself, applicable

regulations, and the quality of human resources [7]. In 2020 the number of visits at PCV decreased by 551 people from 2019, in 2021 the number of visits again decreased by 81 people from 2020, and in 2022 the number of visits increased by 103 people. The lack of maximum role of the Malang City Government and local communities in preparing PCV as a tourist attraction is also a problem that can affect the number of tourist visits. This is in accordance with the statement of the head of POKDARWIS Malang City who assessed that the attention of the government and regional apparatus organizations (OPD) [8]. The lack of readiness of the community and government in tourism management, one of which is promotion, causes the dissemination of information to be less extensive, resulting in many people who do not know about PCV. In addition, the selection of historical and cultural themes is included in special interests, where not all tourists visiting Malang City are interested to visiting PCV when compared with other thematic villages that have more interesting themes. The existence of tourist perceptions of tourist attractions can also affect the number of tourist visits. One of the factors that can influence visits is the perception of tourists on the attractiveness of tourist attractions and tourist motivation [9].

Perception is the process of compiling, recognizing, and interpreting sensory information in order to provide a picture and understanding of the environment [10]. Tourists' perception of a tourist attraction is important because it serves as information for managers for the development of tourist attraction objects [11]. This is because the comprehensive perception of tourists towards tourist attractions forms the overall image of a tourist attraction which includes a cognitive image and affective assessment based on individual feelings and emotions towards an object [12]. Generally, tourists' perceptions are formed by tourist attractions (attractions, amenities, accessibility, and ansilari) contained in tourist attractions. However, tourism management will also shape tourists' perceptions of the tourist attraction. Management is the process of planning, organizing, mobilizing, and supervising tourism in order to achieve tourism goals [13]. Tourism management must refer to the principles of management [14]:

1. Tourism development should be based on local wisdom and special local sense that reflects the uniqueness of cultural heritage and the uniqueness of the environment;
2. Preservation, protection, and improvement of the quality of resources that are the basis for the development of tourism areas;
3. Development of additional tourist attractions rooted in local cultural treasures;
4. Services to tourists based on the uniqueness of local culture and environment;
5. Provide support and legitimacy to the development and development of tourism if it is proven to provide positive benefits, but otherwise control and / or stop the tourism activity if it exceeds the limits (carrying capacity).

The management has made various efforts to overcome the problems faced to maintain and improve tourist perceptions of PCV through the management of development policy priorities in the aspects of actors (HR), aspects of attractions, aspects of facilities, and promotional aspects [2]. These efforts are made so that tourists have a good perception, so they will return to the tourist attraction [15]. Conversely, if the perception of tourists is bad, they tend not to come back again. Therefore, there is a need for research on tourism management and tourist perceptions of PCV. This information can be used as a basis for decision making for managers in planning development quickly and accurately. The development is expected to realize sustainable tourism in PCV in order to have a positive impact on both the environment and the welfare of the local community. The purpose of this study is to determine the tourism management in PCV, determine the perception of tourists towards tourist attractions in PCV, determine the relationship between age and last education to the perception of tourists at tourist attractions in PCV.

## METHOD

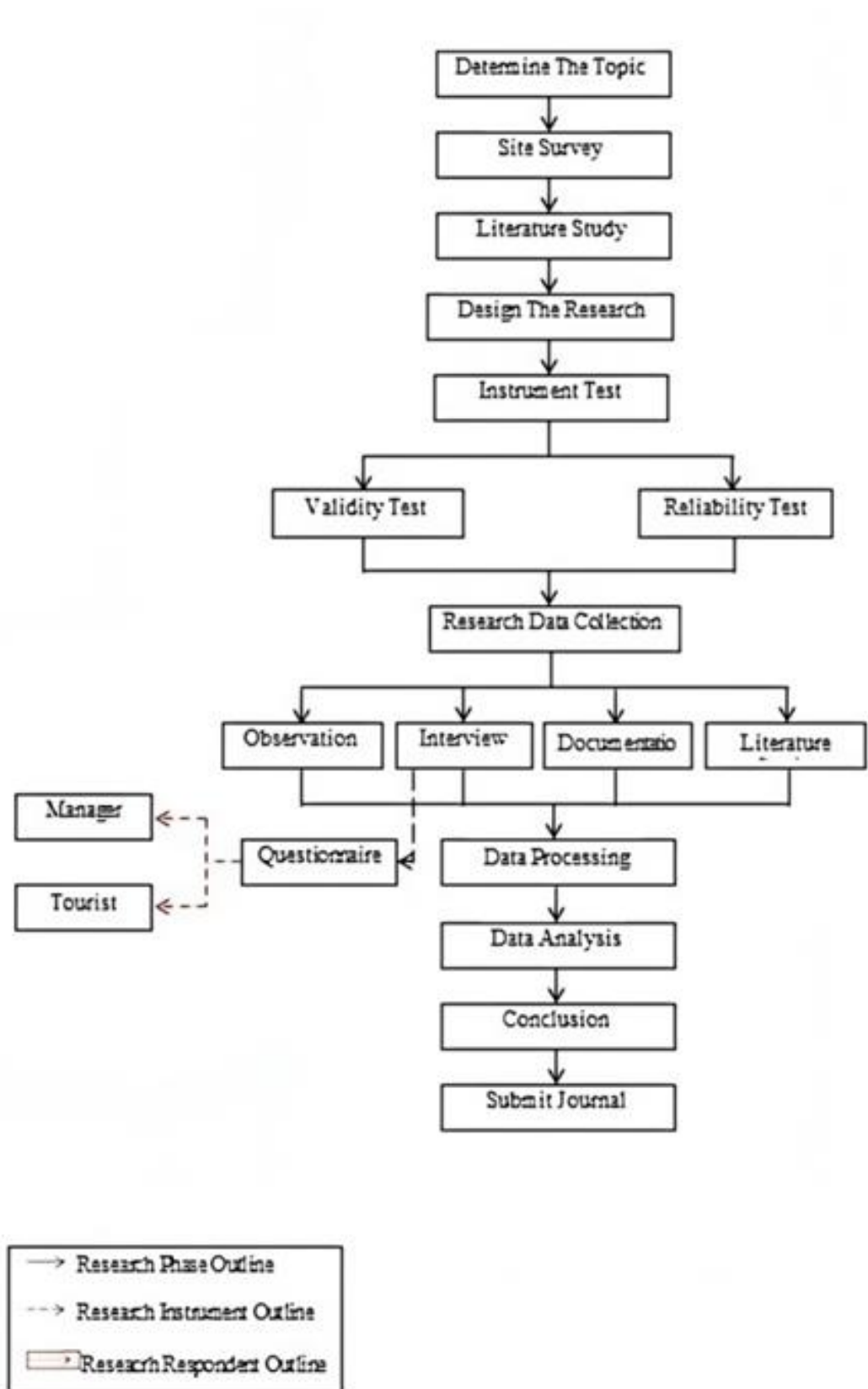


Fig. 2 Research Design

The type of research used is descriptive with a quantitative approach. Based on the type and approach, the research method used is survey. The reason for choosing this method is because data collection and information from respondents are obtained through questionnaires. The research location is located in Polowijen Cultural Village, Jl. Cakalang, Polowijen Sub-District, Blimbing District, Malang City. The reason for choosing the location is because this tourist attraction is quite attractive to tourists visiting Malang City, especially for cultural tourism. The scope of this research is only restricted to tourism management and tourist perceptions at PCV tourist attractions. Therefore, the focus of discussion in this study analyzes the perception of tourists on the condition and management of tourism in KBP.

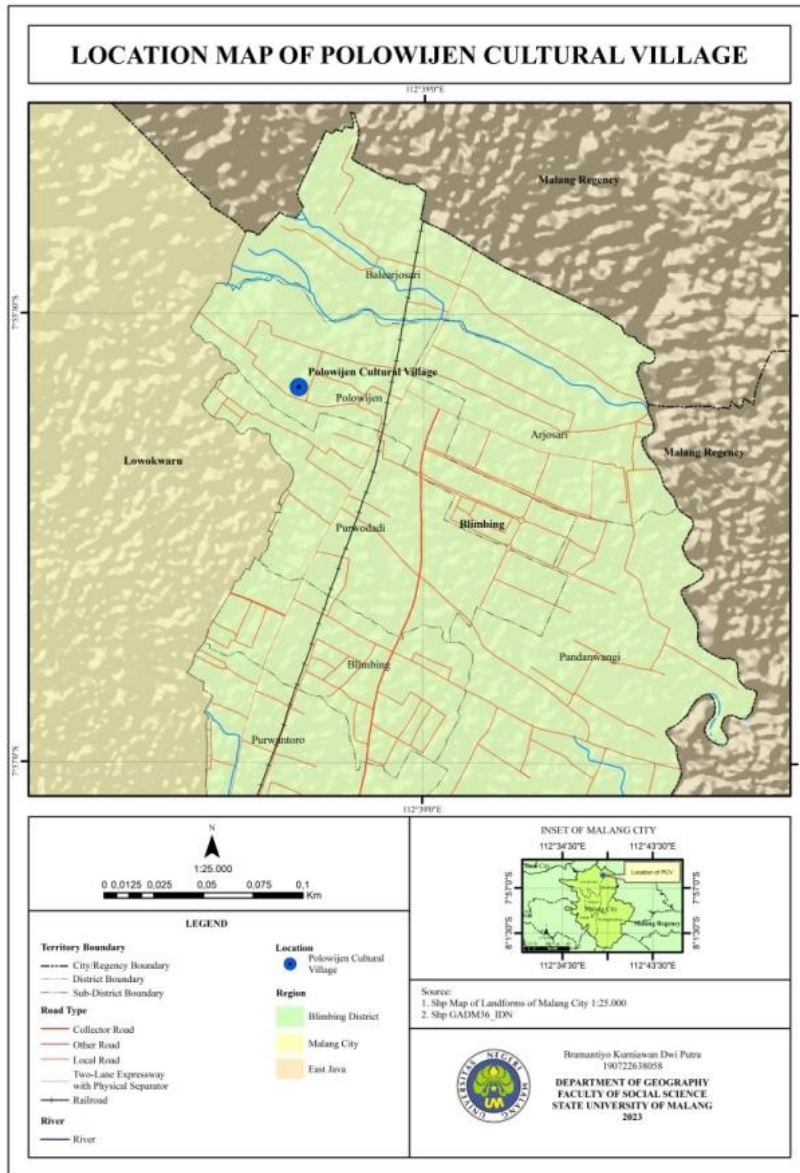


Fig. 3 Location PCV

The population in this study were tourists in PCV. The sample determination was carried out in a non-probability manner, so that there were criteria for respondents to determine the sample, namely at least 17 years old and had visited / traveled to PCV. The determination of the number of samples was determined using a quota sampling technique of 30 tourists which is the minimum sample in quantitative research [16]. In addition, the determination of the number of samples is also based on consideration of the number of



tourists in 2022 as many as 265 people with an average number of visits per week of 5 people. Sampling was carried out using accidental sampling technique, so that tourists who were met at PCV could be used as respondents by following the criteria.

The types of data used in this research are primary data and secondary data. Primary data in this study include tourist perceptions, tourism object components, and tourism management tourism. Secondary data in this study include an overview and number of PCV tourists. The data collection techniques in this study were carried out by observation, interviews, documentation, and literature studies. Observation was carried out by direct observation at PCV to find out the condition of the object to be studied. Then, interviews were conducted using instruments or questionnaire guidelines given to tourists and managers. However, before being used for data collection, the questionnaire instrument will be tested first with a validity test and reliability test with the help of the Statistical Product and Service Solution (SPSS) for Windows version 25.0 software application. Documentation was carried out by taking photos at PCV which were later interpreted and used as evidence to strengthen the discussion. Furthermore, literature studies are carried out by collecting information from documents that can be in the form of maps, tables, papers, agencies and managers.

The data that has been obtained is then processed through several stages, namely editing, coding, scoring, and tabulation. The data that has been processed, then analyzed using descriptive methods to determine the level of tourist perceptions and tourism management. The level of tourist perception is analyzed using a Likert scale [17], including; Agree (3), Undecided (2); and Disagree (1). In addition, the level of tourist perception is known by finding the value that often comes out (mode) from the data that has been collected. Then, a chi square test was conducted to determine the relationship between age and latest education on tourist perceptions at PCV tourist attractions. The chi square test was processed with the help of the Statistical Product and Service Solution (SPSS) for Windows version 25.0 software application.

## RESULT AND DISCUSSION

### Validation and Reliability Test

The validity test is an index that shows if the measuring instrument can provide measurement results in accordance with the purpose of the measurement or actually measure what will be measured. The instrument can be declared valid if the value of  $r > 0.3$  [18]. The validity test was carried out on statement items that would be given to tourists. The statement item contains tourist perceptions of the 4A components include, attractions, amenities, accessibility, and ancillary services [19] in the PCV tourist attraction.

Table I: Validity Test Result

Valid Statement Items	32
Invalid Statement Items	2

Based on table 1, it is known that there are 2 (two) statement items that are categorized as invalid, this is because the value of  $r < 0.3$ . The invalid instrument was removed from the research instrument in order to proceed to the reliability test. Therefore, the statement which was originally 34 items turned into 32 items.

The reliability test is the accuracy of a measuring instrument in making measurements. A reliable instrument produces consistent data if reused in the future. The instrument can be known to be reliable or not if the

Cronbach's Alpha value is  $> 0.60$  [20]. The reliability test was carried out on statement items that were declared valid in the validity test.

Table II: Reliability Test Result

<i>Cronbach's Alpha</i>	0,923
<i>N of Items</i>	32

The Based on table 2, it shows that the Cronbach's Alpha value = 0.923 or  $> 0.60$ . This shows that the research instrument is declared reliable. Therefore, the instrument can be used for research data collection.

### Overview of Polowijen Cultural Village (PCV)

PCV is one of the thematic villages located in Polowijen Sub-District, Blimbing District, Malang City. The village carries the theme of Malangan local history and culture as a form of historical preservation and cultural wealth. The selection of the thematic village theme is based on the potential of PCV, namely its location close to several historical and cultural sites including the Windu Ken Dedes well site, the tomb of Ki Tjondro Suwono (Mbah Reni) Empu Topeng Malang, and the Joko Lolo site [6]. In addition, the management also offers various attractions and cultural attractions that can be followed by tourists both in the form of tour packages and regular schedules, including:

Tabel III: Tour Package

<p>Visit Package:</p> <ul style="list-style-type: none"> <li>– Mask Dance</li> <li>– Mask Craft Exhibition</li> <li>– Batik Craft Exhibition</li> <li>– Cultural Workshop</li> <li>– Sinau Mocopat</li> <li>– Sinau Pedalangan</li> <li>– Napak Tilas Site of Ken Dedes and Mpu Topeng Malang</li> </ul>	<p>(Rp. 1.000.000, Max 30 person. The rest Rp. 30.000/person)</p>
<p>Education Package:</p> <ul style="list-style-type: none"> <li>– Batik Craft of Malang</li> <li>– Mask Craft Malang</li> <li>– Fine Arts</li> </ul>	<p>(Rp. 50.000/Person)</p>

<p>Private Sinau Budaya Package:</p> <ul style="list-style-type: none"> <li>– Tradisional Dance</li> <li>– Pedalangan</li> <li>– Mocopat/Sinden</li> </ul>	(Contacting the Manager)
<p>Paket Makan Minum</p> <ul style="list-style-type: none"> <li>– Sego Berkat/Sego Tumpeng</li> <li>– Jamu/Dawet/Wedang/Coffe</li> <li>– Tradisional Snack</li> </ul>	(Rp. 25.000/ Person)

Table IV: Routine Schedule

Friday	<ul style="list-style-type: none"> <li>– Sinau Tembang Klagenan (13.00-15.00)</li> <li>– Sinau Jula Juli &amp; Ludruk Malang (15.00-17.00)</li> <li>– Sinau Budaya Malang With Ki Demang (19.00-21.00)</li> </ul>
Saturday	<ul style="list-style-type: none"> <li>– Sinau Tradisional Dance Malang (13.00-15.00)</li> <li>– Sinau Fine Arts (15.00-17.00)</li> <li>– Sinau Topeng Dance Malang (15.00-17.00)</li> <li>– Sinau Seni Pedalangan Malang With Ki Bambang Supriyono (19.00-21.00)</li> </ul>
Sunday	<ul style="list-style-type: none"> <li>– Sinau Nggambar (13.00-15.00)</li> <li>– Sinau Dolanan Dance (15.00-17.00)</li> <li>– Sinau Tembang Mocopat Jawa With Ki Surjono (19.00-21.00)</li> </ul>

The management also makes various efforts to innovate or develop tourism to attract tourists visiting Malang City. The innovation is in the form of the construction of 15 local community houses with bamboo decorations and ornaments to bring out the characteristics of cultural houses. The management also focuses on improving the economy of the local community by holding a Mask Market and Sunday Legi Market (Traditional snacks) [6].

### PCV Tourism Management

Tourism management is the strategy and use of action programs and coordinate existing techniques to control and influence tourism supply and visitor demand to achieve predetermined policy objectives [21]. Tourism management is very important in running and developing tourist attractions. This is so that the potential can be managed as much as possible and provide benefits for the welfare of the surrounding



community [22]. Tourism management in PCV is carried out by the Tourism Awareness Group (Pokdarwis) with the help of local communities. In this study, the tourism management discussed is the strategy and program in PCV. In addition, there are also problems faced by PCV during the planning/implementation of these strategies and programs.

### *1. Strategy*

In On strategy, PCV managers have several strategies, namely:

1. Unity thinking between managers and the local community;
2. Increase cultural activities that are more varied and segmented;
3. Collaboration with various parties, namely the government (DISPORAPAR Malang City and DIKBUD Malang City), private sector, universities, media and travel agents.

In the first point, the strategy is carried out by the manager so that the community is more aware and willing to participate in developing PCV in the future. This is because there are still local people who have not participated in developing PCV. This is evidenced by the different division of tasks for each community that participates in each activity carried out at PCV. In addition, the management also invites the local community in discussions related to the implementation and development at PCV. All these efforts are aimed at realizing sustainable tourism in PCV.

In the second point, the purpose of the strategy is to increase the attractiveness so that tourists are interested in visiting PCV. In addition, the implementation of these activities is also an effort to introduce and preserve Malangan culture, which is one of the focuses of the PCV's establishment. Almost every year, PCV continues to organize different cultural tourism activities such as "Malang Mask Festival", "Riyanan Kupatan", "Mask Market", "Pasar Minggu Legi", "Sesekaran Topeng Polowijen", and many more.

In the third point, the strategy is carried out as an effort to support the implementation of activities at PCV. The management is very open to other parties who want to participate or who are willing to provide support. Then, the collaboration is an effort by the management to continue to develop and build PCV so that it is more widely known by the wider community and can increase the number of visits. In addition, collaboration with various parties can also help promote activities at PCV.

### *2. Program*

On programs, PCV managers stated that there are no plans for new programs in the future. This is because many programs have stopped since the pandemic. At first, PCV only had 2 (two) programs, namely mask, traditional, and beskalan dance training and *sinau macapat*. Along with the development of PCV, Pokdarwis began to innovate by adding several other activities such as routine *sinau tembang langenan*, *sinau jula juli* and *ludruk Malang*, *sinau seni hasta karya*, *sinau seni pedalangan Malang* with Ki Bambang Supriyono, *sinau nggambar*, *sinau dance dolanan*, and *sinau tembang mocapat Jawa* with Ki Sujono. Therefore, so that the potential of PCV can be maximized properly, currently the manager is still focused on improving and increasing existing activities by inviting other parties who want to participate / can support. The programs that are being implemented by PCV through cooperation include:

- a. Routine *sinau budaya* activities which are carried out in collaboration with the arts institute of Muhammadiyah University of Malang;
- b. The activity "Introduction to Ethnic Culture of the Archipelago and Discussion of Ethnic Culture of Zapin Dance" which is carried out in collaboration with LPPM State University of Malang;
- c. Routine activities for Malang and traditional mask dance training which are also carried out in

collaboration with Perempuan Bersanggul Nusantara (PBN).



Fig. 4 Cooperation Programs at PCV

### 3. Problems

During the planning/implementation of strategies and programs, many obstacles were faced by Pokdarwis PCV. Human Resources (HR) is one of the main problems faced by PCV. The lack of Pokdarwis members, which only amounts to 5 people, and the fact that there are still people who are not aware and do not participate hinder tourism management, promotion, and planning/implementation of activities. In tourism management, there are still many Pokdarwis members who hold other positions, which has an impact on not maximizing the main tasks and functions. These positions also have an impact on the lack of maximum tourism promotion activities, where currently only 1 (one) person does photo/video editing, manages social media, and disseminates tourist information. As a result, tourism promotion activities in various media are not running optimally. In addition, the lack of human resources also hampers the planning / implementation of activities at PCV both in terms of numbers and suggestions / innovations. This is because so far the process of planning / implementing activities in PCV has been carried out in mutual cooperation and cannot be separated from the community, so that community awareness and participation are very important.

### Tourists' Perception Of PCV

Tourist perception is an impression that is realized in the form of interpretation and attitude towards tourist attractions, tourism facilities, public facilities, tourism information and services provided to tourists while in tourist attractions [23]. In this study, tourist perceptions are obtained through 3 (three) components, namely cognition, affection, and conation. The three components of perception are interconnected and form a system within the individual that can produce positive or negative attitude responses to the attitude object at hand [24]. The perception of tourists regarding PCV includes attractions, amenities, accessibility, and ancillary services [19]. Therefore, the assessment of tourist perceptions only focuses on the availability and condition of the 4A components in PCV.

### 1. Tourist Perception of PCV Based on Cognition Component

Table V: Tourists' Perceptions Of Tourist Attractions Cognition Component

Perception	Frequency
Agree	23
Undecided	6
Disagree	1
Total	30

The cognition component is related to individual knowledge and beliefs about attitude objects [25]. The knowledge in question is the knowledge of tourists about attractions, amenities, accessibility, and ansilaries in PCV. Based on table 5, it is known that respondents with a good assessment have a frequency of 23 people. Then, respondents with a fair assessment have a frequency of 6 people. Furthermore, respondents with unfavorable assessments have a frequency of 1 person. Therefore, it can be seen that the respondents' assessment of the cognition component on average stated good.

On attractions, respondents rated cultural attractions at PCV. Respondents assessed that PCV is appropriate if it is called cultural education tourism. Local communities still preserve cultural values and local history as well as a diversity of cultural attractions such as dance, cultural education, and crafts specifically related to masks and Malangan culture. This diversity is a special attraction for tourists visiting Malang City. This is because regional cultural arts have a wealth of values and uniqueness that can attract tourists to come to the area [26]. Then, this diversity gives respondents the opportunity to choose or follow all the attractions offered based on their wishes either by buying a tour package or attending on a regular schedule. PCV has other attractions in the form of local community house designs that are given bamboo ornaments as a characteristic of cultural houses and decorations in the form of flyers / posters and photos containing information about Malangan culture. These various decorations provide new knowledge and impressions/nuances for tourists who visit. The diversity, attractions and attractions owned/offered by PCV are distinctive or unique when compared to other thematic villages in Malang City.

On amenity, respondents considered that the facilities at PCV were good. This is because there are various public facilities that can be used by tourists while at PCV. The public facilities already available at PCV are toilets, small gazebos, halls/shelters, stalls, trash bins, parking, management offices, information centers, libraries. In addition, respondents also stated that the available public facilities were adequate and could meet the needs of tourists while in tourist sites. The existence of complete facilities and infrastructure at a tourist attraction can be another factor for tourists to visit the object, apart from its main attraction [1].

On accessibility, respondents were of the view that the PCV location is close to the city center. If observed from the city center (Malang City square), respondents only need to travel 7.8 km with a travel time of approximately 15-20 minutes. Then, respondents only need to travel 2.2 km with a travel time of approximately 5-10 minutes from the District center (Blimbing District office). In addition, PCV's location near to the main road, Arjosari terminal, and Blimbing station is an attraction for tourists.

In ancillary, respondents rated the promotion and availability of information at PCV as good. This shows that the management in PCV is good and organized. Promotion and information are important because the presentation of interesting information about a tourist attraction can attract tourists to visit and become a driving force for the development of a tourist attraction [27]. In this study, respondents considered that PCV tourism promotion was interesting and informative. Tourism promotion in PCV is carried out by managers through social media (youtube, instagram, tiktok, facebook, and whatsapp), cooperation with the Indonesian

Journalists Association (PWI), and with the help of citizen journalism. The form of promotion carried out by the manager contains information on attractions / attractions offered, routine activities, tour packages, locations, contact persons, social media, and other information in the form of flyers / posters with attractive designs. In addition, the manager also promotes PCV by covering activities carried out at PCV and uploading on social media to attract visitors. However, there are also respondents who think that tourism promotion is not yet attractive and informative. This is because tourism promotion still uses flyers / posters as promotional media, so some respondents consider it monotonous and less interesting and informative when compared to using videos. On the availability of information, respondents stated that information is very easy to access/search for on social media and the internet (articles, online news, official websites, etc). The ease of obtaining information is because PCV has been widely covered and reported by the news media because of its uniqueness, cultural preservation, and cultural activities. The availability of information helps tourists find out about PCV before making a visit.

## 2. Tourist Perception of PCV Based on Affection Component

Table VI: Tourist Perceptions Of Tourist Attractions Affection Component

Perception	Frequency
Agree	20
Undecided	9
Disagree	1
Total	30

The The affection component is related to the feelings, judgments, and evaluations of individuals towards the attitude object [25]. The feelings, judgments, and evaluations in question are towards attractions, amenities, accessibility, and ansilaries in PCV. Table 6 shows that the respondents' assessment of PCV is dominated by good choices with a frequency of 20 people. Then, respondents who gave a fair assessment had a frequency of 9 people. Furthermore, respondents who gave an unfavorable assessment had a frequency of 1 person. Therefore, it can be seen if the average respondent states good on the affection component.

On attractions, respondents assessed if the attractions and attractions that are displayed are interesting and fun. This is because while at PCV, respondents are not only presented with various performances such as dances, explanations or education about local culture, and how to make various crafts. However, they are also required to participate in the activities they participate in, such as dancing, discussing/asking questions during local culture education, and learning to make various crafts. The purpose of this participation is so that tourists not only get pleasure, but also get new experiences and lessons about Malangan local culture while traveling. The new experiences and lessons that tourists get while at PCV are in accordance with cultural motivation. The purpose of tourists traveling is to know other countries, such as art, customs, dance, painting and religion [23]. This is evidenced by tourist visits at PCV which are dominated from outside the City / Malang Regency, namely from Jakarta with a frequency of 6 people, followed by Bondowoso with a frequency of 2 people. Then, respondents from Bali, Bandung, Bekasi, Blitar, Ende, South Kalimantan, Kupang, Medan, Ponorogo and Trenggalek have the same frequency, namely 1 person. of 1 person. Furthermore, respondents from Malang City/Regency had a frequency of 12 people. Although the attractions displayed were interesting and fun, there were respondents who rated them unfavorably, especially on the neatness/beauty of the village. Respondents considered that there were several flyer/poster decorations, photos, and bamboo ornaments that were damaged and dirty. If the decoration/ ornament is not immediately repaired, it can affect the beauty or aesthetics of the village itself and reduce tourists' assessment of PCV.

On amenity, respondents assessed that the overall public facilities available were good, clean and adequate. These facilities are always regularly maintained by the management with the help of the surrounding community. However, there are respondents who think that the facilities at PCV are still not good, especially in small gazebos and parking lots. It is known if there is 1 gazebo that is not maintained and damaged, because the small gazebo is used by the local community for personal use. Furthermore, the condition of the parking lot is also inadequate because the place is narrow and inappropriate, especially for 4 (four) wheeled vehicles. This is because so far the parking location is only available for respondents who use motorbikes, namely along the shoulder of the road in the PCV alley. As for respondents who use 4 (four) wheeled vehicles, the parking location is available on the shoulder of the road in front of the PCV alley.

On accessibility, respondents considered that the road conditions and available signboards were quite good and adequate. Respondents considered that the condition of the road to the location of the PCV tourist attraction was good. This is because the road is paved and can be passed by 2 cars. Then, on the edge of the road there are also signboards that can help respondents to get to the location. This shows that the accessibility conditions to get to PCV are easy. The easier the accessibility of a tourist attraction is reached by tourists; it can increase tourist visits [28]. However, there are some shortcomings in the signboard namely, the size of the writing “Polowijen Cultural Village” and the small board and the placement of the board that can be seen from 1 (one) direction only. This makes it difficult for respondents to clearly see the sign board.

In ancillary, respondents rated the hospitality of local people, safety and comfort at PCV as good. Respondents considered that local people were very friendly to tourists and received well if there were visits. When tourists visit a tourist attraction, the hope is to get hospitality in service, so that they do not feel anxious or awkward while at the tourist attraction [29]. While at the location, respondents were treated well when interacting or asking questions about PCV. This is because the management cooperates with the local community to participate in activities held by PCV, so there is direct interaction between respondents and the community. The hospitality of the community made respondents feel safe and comfortable while at the tourist site.

### 3. Tourist Perception of PCV Based on the Conation Component

Table VII: Tourist Perceptions of Tourist Attractions Conation Component

Perception	Frequency
Agree	26
Undecided	4
Disagree	0
Total	30

The conation component relates to a person’s tendency to behave in accordance with the attitudes that exist in him [25]. In Table 7, it is known that respondents’ assessment of the PCV who rated good had a high number, with a frequency of 26 people. Then, respondents who rated it moderately were 4 people. Therefore, it can be seen that the average respondent states good on the conation component.

In the conation component, respondents were happy or enjoyed traveling at PCV. This is because respondents quite enjoyed various cultural education performances/activities at PCV. Respondents not only enjoyed it, but also participated in the activity and took several photos / videos while at PCV. In addition, the available facilities and the ability / conditions that can accommodate all tourist activities are also



important points for tourists. This makes many respondents plan to visit again and recommend to relatives/family/friends to visit PCV because of this good impression. The higher the cognition image and affection image of a tourist attraction, the greater the intensity of tourists visiting the tourist attraction [30].

#### 4. Tourist Perceptions of PCV

Table VIII: Tourist Perceptions Of Pcv

Perception	Frequency
Agree	26
Undecided	4
Disagree	0
Total	30

Based Based on table 8, it can be seen that the respondent’s assessment is dominated by a good assessment with a frequency of 26 people. Then, respondents who rated it moderately were 4 people. Therefore, it can be stated that the average respondent’s perception of PCV tourism objects is good. Respondents considered that the condition or availability of the 4A components at PCV was good, so that this was a special attraction for them. Then, it can be seen if the PCV tourist attraction can provide an important component in tourism, namely 4A. A tourist attraction is required to fulfill the main component of tourism, namely the availability of interesting things at tourist attractions [28].

On attractions, respondents considered that the attractions at PCV were diverse, interesting, and fun. Unique, interesting, and diverse types of tourist attractions can attract tourists to visit these attractions [31]. Then, respondents agreed that PCV is called cultural education tourism because of the cultural and historical values that are still preserved by the local community and the diversity of cultural attractions such as dance, cultural education, and crafts specifically related to masks and Malangan culture. The diversity of attractions gives respondents the opportunity to choose or follow all the attractions offered based on their wishes either by buying a tour package or attending a regular schedule. During the tour activities, respondents also gained new experiences and knowledge because they were required to participate in the activities they participated in. This makes tourists interested, happy, and enjoy every cultural attraction that is shown. Then, PCV has another attraction in the form of local community house designs that are given bamboo ornaments as a characteristic of cultural houses and decorations in the form of flyers / posters and photos containing information about Malangan culture. This provides new knowledge and impressions/nuances for visiting tourists. The diversity, attractions and attractions owned/offered by PCV become its own characteristics or uniqueness when compared to other thematic villages in Malang City. However, there are shortcomings in the attraction, namely the neatness/beauty of the village because there are several flyer/poster decorations, photos, and bamboo ornaments that are damaged and dirty, so there is a need for repair and cleaning.



Fig. 5 Attractions in PCV



On amenity, respondents considered that various public facilities at PCV were available and could meet their needs while at the location. Then, respondents can also use these various facilities while in tourist sites. In addition, respondents also considered that most of the public facilities available were adequate, clean and well-maintained. These facilities are always maintained regularly by the management with the help of the surrounding community. The better the facilities provided by tourist attractions, the higher the level of tourist comfort in traveling [32]. However, there are shortcomings in the amenity, namely a narrow and inadequate parking lot and 1 (one) small gazebo that is not maintained and damaged.

On accessibility, respondents considered that the accessibility conditions to the PCV were good and adequate. This is because the road to the PCV is paved and can be passed by 2 (two) cars and there are road signs that make it easier for respondents to get to the location. Then, the location of the PCV is near the city center (Malang City square) and the District center (Blimbing District office) which is near the main road, Arjosari terminal, and Blimbing station. Accessibility is one of the important aspects in attracting tourists, because when access to tourist sites is good, then the interest of tourists to visit the place will increase [1]. However, there are shortcomings in accessibility, namely the signposts to PCV which are small in size and the placement of boards that can be seen from 1 (one) direction only.

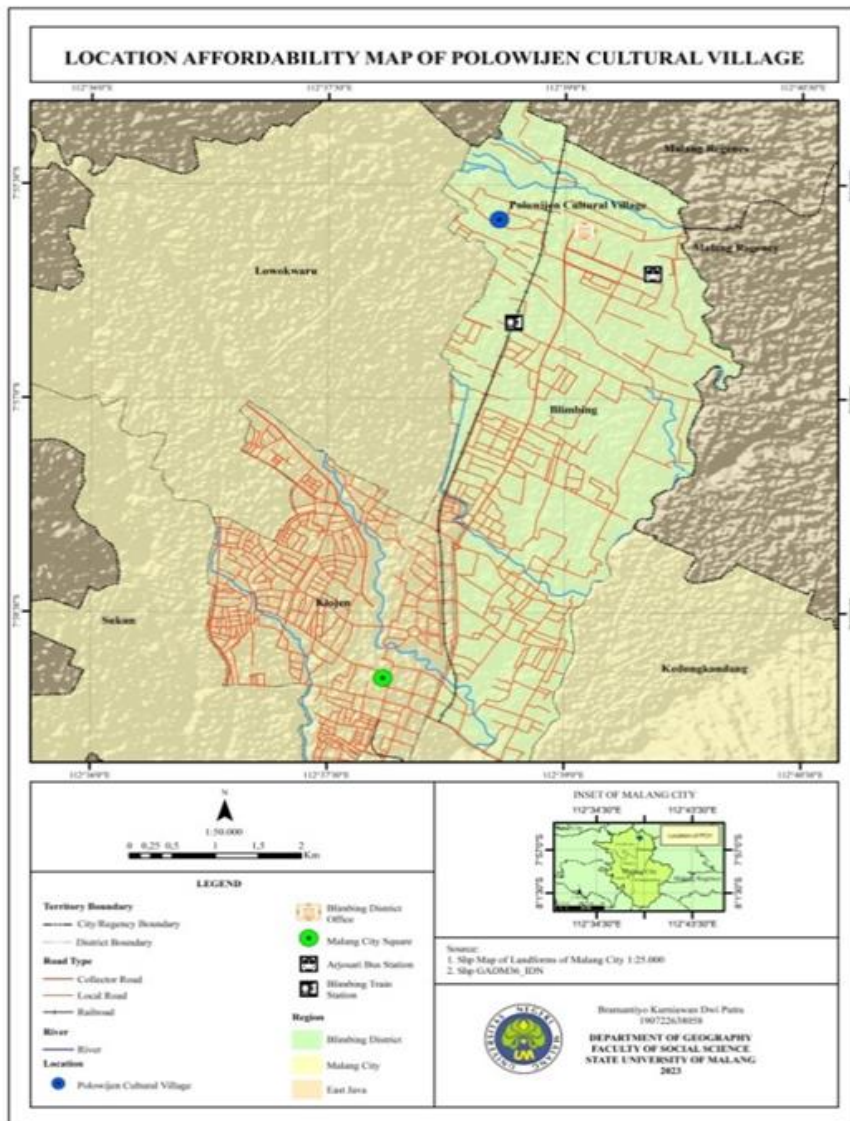


Fig.6 PCV Location Affordability Map

In ancillary, respondents assessed that management at PCV was good. Service has an important role because it has an impact on the level of tourist satisfaction, where if it is not good it can make tourists reluctant to return to visit the tourist attraction [31]. In terms of promotion and availability of information, respondents considered that the tourism promotion carried out by PCV was attractive and informative. Tourism promotion in PCV is carried out through social media, cooperation with the Indonesian Journalists Association (PWI), and with the help of citizen journalism. The form of promotion is in the form of flyer / poster media with an attractive design. In addition, the manager also promotes by covering activities carried out at PCV and uploading them in the media to attract visitors. Then, the availability of information about PCV is also very easy to access / search on social media and the internet. The ease of obtaining information is because PCV has been widely covered and reported by the news media because of its uniqueness, cultural preservation, and cultural activities. In terms of community hospitality, respondents considered that the local community was open and welcoming to tourists who came because the involvement of the local community in activities at PCV made interaction between respondents and the community. This makes respondents feel comfortable and safe while in tourist sites.

**Relationship between Age and Last Education on Tourist Perception in PCV**

The relationship between age and the last education of respondents on the perception of tourists at PCV tourist attractions can be seen using the Chi Square test. The chi square test is generally used to compare two or more variables. The tested variable can be declared to have a relationship if the p value or significance <0.05 and vice versa if the p value or significance > 0.05, then the tested variable is declared not to have a relationship [18].

Table IX: Chi-Square Test of the Relationship Between the Age of Respondents and the Perception of Tourists at the PCV Tourist Attraction

Perception	Number of Respondents by Age			Total	Sig.
	17-20	21-29	30>		
Good	1	3	0	5	0,660
Fair	9	14	3	26	
Total	10	17	3	30	

Based on table 9 above, it is known that respondents with the age group 17-20 as a whole have a good perception of PCV with a total of 10 people. Then, respondents with the age group 21-29 who have a good perception of PCV are 12 people and the remaining 5 people have a moderate it. Respondents in the age group 30> who have a good perception of PCV are only 2 people and the remaining 1 person has a moderate it. Then, it is known that the p value or significance value is 0.660 > 0.05. Therefore, it can be seen that this value indicates if there is no relationship regarding the age characteristics of respondents to the level of perception at PCV tourist attractions.

Table X: Chi-Square Test of The Relationship Between the Last Education of Respondents and the Perception of Tourists at the PCV Tourist Attraction

Perception	Number of Respondents by Last Education		Total	Sig.
	High School/Vocational	Diploma/Bachelor’s Degree		
Good	4	0	4	0,283

Fair	20	6	26
Total	24	6	30

Based on table 10 above, it is known that respondents with the last education of high school/vocational school almost entirely have a good perception of PCV with a total of 20 people and the remaining 4 people have a moderate it. Then, respondents with the latest diploma / degree education who have a good perception of PCV amounted to 4 people and the rest had a fair it with a total of 2 people. Furthermore, it is known that the p value or significance value is  $0.283 > 0.05$ . Therefore, it can be seen that this value indicates if there is no relationship regarding the characteristics of the respondent's last education towards the level of perception at the PCV tourist attraction.

A person's perception can be influenced by several factors, namely functional and structural factors [33]. Functional factors are personal factors, such as individual needs, age, past experience, personality, education, gender, and other things that are subjective. Structural factors are factors outside the individual, such as environment, culture, and social norms that affect a person's perception. The age characteristics of respondents in this study are dominated by the age range 21-29 years with a frequency of 17 people. Furthermore, followed by respondents from the age range 17-20 years with a frequency of 10 people. The least number of respondents from the age range  $30 >$  with a frequency of 3 people. The characteristics of the last education of respondents in this study are dominated by high school / vocational high school graduates with a frequency of 24 people. The remaining respondents were diploma / bachelor graduates with a frequency of 6 people.

The results of the chi square test regarding the relationship between age and the last education of respondents on the perception of tourists at PCV tourist attractions above, it can be seen that there is no significant relationship. This study shows that age and education as functional (personal) factors are no longer a differentiator between one individual and another in perceiving PCV tourist attractions. The uniformity of perception is also formed by the ease and availability of information about PCV that can be searched on social media and the internet by tourists.

## CONCLUSION

In In the strategies, programs, and problems in PCV, it is known that the strategies include a). uniting the thinking between POKDARWIS and the local community; b). increasing activities/events in PCV that are varied and segmented; and c). working with various parties who want to support the implementation of activities/events in PCV. Then, the program owned by PCV is to improve and increase existing activities/events through collaboration with various parties. The problem faced by PCV is the lack of Human Resources (HR) both in the participation of the POKDARWIS management and the local community which has an impact on tourism management, promotion, and planning/implementation of activities/events at PCV.

Tourists' perceptions of PCV attractions are categorized as good. This is because most respondents have a good perception of the existing 4A components. However, several shortcomings need to be considered or corrected by the management to increase tourist satisfaction, namely in the neatness of the village, small gazebos, parking lots, signboards, and tourism promotion.

There is no significant relationship between the age and last education of respondents on the perception of tourists at PCV attractions. This shows that PCV is perceived the same by visitors with different levels of age and education.

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