

Development Strategy Borobudur Tourist Attractions Based on the Anime High School Prodigies Have It Easy Even in Another World!

¹Joseph Aldo Irawan, ²Emik Rahayu

Dian Nuswantoro University,

Semarang

313202100357@mhs.dinus.ac.id

Abstract: The development of tourism objects, especially in the super-priority tourist area of Borobudur, is a common goal in the restoration of national tourism at this time. This has become a hot topic of discussion in the tourism world. One proof of the development of tourism destination objects is the collaboration of the Ministry of Tourism and Creative Economy with local tourism activists, especially those in the Borobudur area. All information obtained from the results of observations and discussion of implementation based on anime high school prodigies has it easy even in another world! This can be seen as a benchmark in efforts to develop tourist attractions that can be focused on developing tourist villages around Borobudur. In the anime discussion, it is explained about how a government that focuses on the development of all aspects of human needs, one of which is entertainment or tourism. This thought invites tourism activists to think harder to prepare for better tourism. The main idea focuses on what benchmarks and preparations need to be considered in the development process and the objectives of its development. This research uses a descriptive verification method which is assisted by related document data sources. The results of this study conclude that tourism development in the scope of the super-priority Borobudur tourism destination can be done with a tourism village development strategy around Borobudur to attract more tourists.

Keywords: anime; fascination; objek tourism; tourism; tourist village

BACKGROUND

Since ancient times, tourism has become the main destination for tourists to visit both local and foreign tourists. This is not a new thing, especially if it is seen from the perspective of Indonesian tourism. Indonesia is an archipelagic country with various islands and is based on diversity, which means diversity. This diversity makes many tourist attractions that can be utilized by Indonesia, especially those in Borobudur, which is a super-priority tourist destination. Besides that, tourist attraction has a significant direct influence on the number of tourist visits (Nurlestari 2016).

However, there are also supporting factors that can support the interest of tourists in the form of the diversity of attractions, security, ease of access, technological developments,

information, regulations, potential, and interests of tourists.(Kartini La Ode Unga, I Made Benjamin and Ronald Alexander Barkey 2011). During this pandemic, even though all of the above factors are fulfilled, they still have a lack of factors, namely the health factor.

This pandemic period greatly affects the number of tourist visits, especially those in the tourist destination of Borobudur, therefore, the government itself is trying to increase the number of tourist visits assisted by health protocols in accordance with government recommendations so that tourism activities can continue to run normally.(Aryo Wibisono, Anik Anekawati, Suci Annisa 2021). Because the changes that have occurred due to this pandemic have also affected the supporting factors for the implementation of tourism, which are influenced by attractions and culture, security, trade and access, technology, information, health, and bureaucracy. The seven factors above will later be the key to the discussion.

In the implementation of these seven new factors, the role of the community cannot be separated. The people themselves have already lived near these tourist attractions. The positive impact can still be optimized again if it is supported by empowering the surrounding community(Hermawan 2016), which can make a good collaboration later for the development of local tourism in Borobudur. This movement is one of the stages that can make the collaborative movement go hand in hand between the holders of tourism needs and empowering the community around Borobudur through the creation of new tourist villages.

All parties can feel the positive impact with the idea of developing the attractiveness of a tourist village that already exists, but with the assistance of implementing governance in a better way. This can be found in this study and can be used as material for appropriate applicative discussions, and the truth of the supporting factors can be stated properly. Therefore, in order to understand more about our preparation and readiness in preparing for the development that is happening rapidly, it is also necessary to measure it so that we know about the capacity that is in accordance with the needs and abilities in the field later.

This matter makes the discussion not enough to be discussed once because there will be many developments and renewals of regulations that will continue to be updated in accordance with the validity period of the Indonesian government. The seven existing factors will be the measurement for good things for the future and cannot be separated but must be appropriately collaborated; therefore, this collaboration must be considered in the process towards developing a super-priority Borobudur tourist attraction through a tourist village for Indonesia.

THEORETICAL BASIS

2.1 Tourist Destinations

Tourist destinations are part of tourism which is the purpose of tourist visits.The definition of a destination according to UNWTO (2007) is a physical space that has physical and administrative boundaries that include a mix (mix) of services, products, and attractions. Meanwhile, according to Butler (2015), A destination is a public place that offers the opportunity to exploit various attractions and services to subjects involved in regional migration relations. The Borobudur destination itself, the place is located between the two provinces of Central Java and Yogyakarta, with a demographic and spatial layout that is adequate to get a lot of tourist visits due to easy access to reach from many areas and with the development of tourism in the surrounding area that supports it. With accessibility and other sustainable factors, tourists also state that: they get satisfaction from visiting(Wiyono 2019)

the super-priority tourist destination of Borobudur.

2.2 Tourism Destination Development

The development of tourist destinations at this time is a top priority by our government, especially by the Ministry of Tourism and Creative Economy and the Borobudur regional government. All of these are efforts that can be intensified in the current economic recovery plan. According to Barreto and Giantari (2015:34), tourism development is an effort to develop or promote tourismobjekagar tour,objekThe tour is better and more interesting in terms of places and objects in it to be able to attract tourists to visit it. Many accelerated activities for the development of tourist destinations have been pursued by related parties. Every effort is made for a better future for Indonesian tourism. Sunaryo (2013: 133) explains that the sub or assessment points regarding a destination or destination are:objekTourism can be said to be developing and will always be tied to 3A's, including Attraction, Accessibility, Amenities. Meanwhile, according toSunaryo (2013: 168) in, the process of developing a tourist destination usually has to consider two scopes of development, namely the spatial scope and the level of development of the destination. Based on the two opinions above, it can be concluded that the development of a super-priority Borobudur tourist destination can be judged from the concept of its development, both those that are still in the planning and those that have been running until now.

2.3 Anime: High School Prodigies Have It Easy Even in Another World!

Anime, as we already know, is an animated film originating from the land of Sakura - Japan. According to Wikipedia, anime can be defined as Japanese-style animation or animation produced by Japan. This anime first aired on October 3, 2019, through an anime show provider site. This anime, it tells the story of a group of school students who experience an accident and move to the world of Sekai. The group of students consists of 7 students who have their respective skills that can be utilized according to their needs. Characters who play an important role in the anime include(Admin 2019):

1. Tsukasa Mikogami: A student who has expertise in politics and bureaucracy with his intelligence in many ways is able to make him a good and wise leader in the team.
2. Aoi Ichijou: A student who looks like a samurai with his trademark accent, has sword skills, and great physical strength, making him the person in charge of maintaining security.
3. Keine Kanzaki: A genius student in the field of Health and making him the youngest doctor to be able to master the medical field at a young age. Therefore, making him as the chief medical officer in this story.
4. Masato Sanada: A student who has extraordinary trading skills in the eyes of many people, making him a young businessman who is rich because of his trading strategy. This makes him have a role in trade relations and all financial affairs in this team.
5. Prince Akatsuki: The youngest student in this team has a very great magic skill and is able to make everyone amazed. His role in this team is mostly in the entertainment section because of his magic skills.
6. Ringo Oohoshi: A student, friend of Tsukasa Mikogami who has been famous for his genius in technology since childhood. His interest in mechanical schemes made him the creator of all kinds of tools. His role in the team makes him responsible for

technology and resource requirements.

7. Shinobu Sarutibi: A student who has a charming character who always dresses like a kunoichi and works as a reporter. His skills like a ninja make him the right character to use to find and gather information for the benefit of the team.

The seven characters above will explain the twists and turns they face in the isekai world and how they can survive to pay their respects to their saviors, namely the villagers. With their respective expertise, they try to contribute to developing the village.

RESEARCH METHOD

This research uses a descriptive methodverified and assisted with documentation and observation techniques. According to Arikunto (2019, p. 3) descriptive research is research that is intended to investigate the circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report. While the methodverified according to Sugiyono (2018, p.55) is a research method that pada dasarnya digunakan untuk menguji teori dengan pengujian atau pembuktian hipotesis. According to Sugiyono (2013: 240), documents are records of events that have passed. Basrowi (2012) Observation is defined as a technique carried out by conducting researched observations and systematic recording.

RESULT AND DISCUSSION

Tourism development, which is especially carried out in the super-priority Borobudur tourist destination, is not just a plan; but some have begun to be realized by the Ministry of Tourism and Creative Economy. This is proven by some of the work that has been seen in the Borobudur area, such as making four gates in a sign that Borobudur is a super-priority tourist destination with the aim of revitalizing the Borobudur economy. These gates include:(Kemenparekraf.ri, Now Going to Borobudur is Easier! 2022):

- Palbapang gate for the direction of Yogyakarta.
- Kembanglimus Gate for the direction of Purworejo.
- Blondo Gate for the direction of Semarang.
- Klangan Gate for YIA Airport, Kulonprogo.

In addition, there are also several guidelines from the development which became the motto that triggered the development of tourist destination areas to be effective like(Kemenparekraf. ri, Counting the days MotoGP 2022 starts! How far has the preparation process gone? 2022):

- Kemenparekraf GERCEP (Quick Motion), seizes the opportunities that exist in order to develop super-priority destinations.
- Kemenparekraf GEBER (Joint Movement), collaborating between the government and tourism activists around Borobudur is the most appropriate step.
- Kemenparekraf GASPOL (Working on All Work Potential), the opportunities referred to from the results of the analysis can be done quickly and effectively so as to generate the economy from the tourism sector.

With the development tips that have been and are being carried out by the Ministry of Tourism and Creative Economy, it shows that one of the seven main development factors that has been considered, namely accessibility, is the main focus which is expected to be able to influence other factors sooner or later.

Table 1 Indicators of Borobudur Development Achievement 2022

No	Development Factor	Already reached the target	Haven't Reached The Target	Information
1	Bureaucracy	V		The achievement that Borobudur was declared as a super priority destination by the Ministry of Tourism and Creative Economy.
2	Security	V		The level of security in tourism assessment is very good because it is known that there is cooperation with the TANKER which makes a positive value in the eyes of visitors
3	Trade and Access	V		This is proven by the creation of new access by the Ministry of Tourism and Creative Economy and the emphasis on local trade.
4	Attractions and Entertainment	V		The number of new tourism services and able to serve their guests well such as (Jeep, scooter, etc).
5	Technological development		V	The community approach through technology is still minimal, but there have been actions to use technology.
6	Information	V		Submission and update of information is in the good category because it is assisted by the existence of relational partners who disseminate information on TIC (Tourism Information Center) tourism and through the support of the Ministry of Tourism and Creative Economy who promotes it.

7	Health		V	This pandemic period is the cause of hampered tourism development. This has been realized, but the level of public awareness in general still needs to be improved.
---	--------	--	---	---

Source: Field observations January 7, 2022

Based on the explanation in the table above, it was found that there are still several points that have an achievement index that still needs to be improved, such as technological developments and health.

1. Technological development

The acceleration of technological development in the current era is increasingly felt and forces all circles to advance in tandem with modern technology. The application of technological developments in the Borobudur area is still minimal, which is caused by several factors such as: the growth of interest in tourism among young people is still low so that it has not been able to influence previous generations to switch to using modern technology. In addition, there are also cultural factors that make some people reluctant to take full advantage of these technological developments and prefer to do everything conventionally. This requires a long process to shift the thoughts that are difficult to change.

2. Health

Awareness of the level of health during this pandemic, the majority of the population and tourism actors in the Borobudur area have basically grown and understood. However, without being accompanied by new habits that are mandatory during the current pandemic, it is feared that it will affect tourism development, especially in the super-priority tourist destination of Borobudur, where the target is more tourist visits. Therefore, awareness of a healthy way of life and appropriate countermeasures during this pandemic is a must that needs to be focused on in order to prevent unwanted things in the future. The targets that can be achieved by inculcating mutual understanding regarding health factors during the pandemic can be a way out of accelerating recovery.

As for the way to develop Borobudur tourist destinations, what is offered in accordance with current conditions is the development of tourist villages around Borobudur, considering that the development of Borobudur as a super-priority destination must certainly be able to develop other destinations around it as well. Therefore, the development of surrounding tourist villages through training and instilling an understanding of the concept of the tourism industry needs to be prepared in order to go hand in hand with Borobudur's readiness in the future. In addition, training activities can be carried out by approaching prospective tourist villages closest to the Borobudur area so that they are able to focus as a transit tourist destination or destination before heading to the main tourist destination, which is none other than the super-priority tourist destination of Borobudur.

CONCLUSION

The development strategy for the super-priority tourist destination of Borobudur has been implemented quickly and swiftly by the Ministry of Tourism and Creative Economy. This can be seen with the development of new infrastructure, which is expected to be a solution to the problem of Indonesia's tourism recovery. In reality, it is still found that two of the seven points assessed are still lacking in performance assessment. In essence, this problem can still be solved by providing training and assistance by competent people and making it a new habit, especially in the health sector. With the fulfillment of the seven-point development benchmark of tourism, its application to super-priority tourist destinations, especially Borobudur, can be felt in its development in both the short and long term. As well as being able to create a new tourism climate as well, which goes hand in hand with the development of new tourist villages around Borobudur as a supporting tourist attraction. Thus, the development of tourist destinations in the Borobudur area and surrounding tourist villages can go hand in hand and continue towards the development of the super-priority tourist destination of Borobudur. The surrounding tourist village destinations can later be used as good bridges in an effort to increase tourism income through tourist visits and material income.

REFERENCES

- Nurlestari, Ajeng Fitri. 2016. "The Influence of Tourist Attractiveness to Intentions of Returning Tourists with Tourist Satisfaction as an Intervening Variable at Taman Safari Indonesia Cisarua Bogor." *Journal of Tourism* 1-9.
- Kartini La Ode Unga, I Made Benjamin and Ronald Alexander Barkey. 2011. *Strategy for the Development of the Banda Islands Tourism Area*. Paper, Makassar: Hasanuddin University Postgraduate Program, 1-11.
- Aryo Wibisono, Anik Anekawati, Suci Annisa. 2021. "Best Oxygen Levels as a Health Tourism Attraction on Gili Iyang Island." *Journal of Business & Accounting* Vol 11 No. 1 63-74.
- Hermawan, Harry. 2016. "The Impact of Nglanggeran Tourism Village Development on the Economy of Local Communities." *Journal of Tourism* Vol III No.2 105-117.
- Aswir Pratama, Kusworo, Baby Priyono. 2021. "Tourism Development Strategy in Increasing Regional Original Income (PAD) of Ternate City, North Maluku Province." *Visionary* Vol.13 No3 541-553.
- Hidayah, Nurdin. 2019. "Tourism Marketing Consultant." *Destinations Are: This is the View According to the Experts*. October 12. Accessed January 22, 2022. <https://pemasaranpariwisata.com/2019/10/12/destinasi-dalam/>.
- tripitoryadmin. 2021. "tripitory." *Definition of Tourist Destinations*. February 22. Accessed January 22, 2022. <https://tripitory.com/2021/02/22/pengertian-dari-destinasi-wisata/>.
- Wiyono, Gendro. 2019. "EFFECTS OF COMMUNITY PARTICIPATION ON SATISFACTION AND WOM OF BOROBUDUR TEMPLE TOURISM DESTINATIONS." *Upajiw Dewantara* Vol. 3 No.1 54-66.
- Ricky Septiwirawan, MZ Arifin, Dini Zulfani. 2020. "EFFORT FOR DEVELOPMENT OF MARINE TOURISM ON MARATU ISLAND BY THE DEPARTMENT OF CULTURE AND TOURISM OF BERAU REGENCY." *eJournal of Public Administration* 9290-9302.
- Wikipedia. nd Wikipedia. Accessed January 22, 2022. <https://id.wikipedia.org/wiki/Anime>.

- admins. 2019. Otaku Brain. Accessed January 22, 2019. <https://otakotaku.com/anime/view/1531/choujin-koukousei-tachi-wa-isekai-demo-yoyuu-de-ikinuku-you-desu#information>.
- TABRONI, GAMAL. 2021. similar.id. February 11. Accessed January 22, 2022. <https://serupa.id/method-penelitian-descriptive/>.
- Trianto, Mulyandaru. 2015. RAYENDAR. June 12. Accessed January 22, 2022. <http://rayendar.blogspot.com/2015/06/method-penelitian-menurut-sugiyono-2013.html>.
- Tabroni, Gamal. 2021. similar.id. February 11. Accessed January 23, 2022. <https://serupa.id/method-penelitian-descriptive/>.
- Trianto, Mulyandaru. 2015. rayendar. June 12. Accessed January 23, 2022. <http://rayendar.blogspot.com/2015/06/method-penelitian-menurut-sugiyono-2013.html>.
- Zakky. 2020. Reference Zone.com. April 18. Accessed January 23, 2022. <https://www.zonareference.com/pengertian-observasi/>.
- Kemenparekraf.ri, IG:. 2022. Now Going to Borobudur is Easier! Borobudur, January 17.
- Kemenparekraf.ri, IG:. 2022. Counting the days MotoGP 2022 starts! How far has the preparation process gone? Mandalika, January