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# Planning and designing a masterplan for the toga industry eduwisata in Kebuntungul Village, Mojokerto, Indonesia

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## Abstract

**Purpose** - The purpose of this research is to describe the planning and design of the Toga Industry Edu-Tourism Masterplan for Kebuntungul Village, Gondang Subdistrict, Mojokerto Regency. The study aims to create a sustainable framework for long-term investment in the Toga industry, transforming the village into an educational tourism destination.

**Methodology/Design/Approach** - The research uses a qualitative descriptive approach, consisting of several stages: data and information collection, analysis, and the preparation of design concepts. The data collection process involved in-depth interviews, focused discussions, and direct observations. Data analysis verified the parameters of the Toga tourism village with empirical facts and abstracted them to develop the masterplan concept.

**Finding** - The study's findings highlight the potential of Kebuntungul Village as a tourism village and Toga industry hub, focusing on its natural scenery, crops, water resources, and the Toga industry. The research provides a detailed direction for the development and regulation of the Toga industry edu-tourism masterplan, offering a framework for sustainable tourism and long-term investment.

**Originality/Value** - This research provides a strategic approach to developing an educational tourism model for the Toga industry. It contributes to sustainable tourism development by outlining a masterplan that integrates education and industry, offering a unique framework for the growth of Toga-based tourism in the region.

**Keywords:** local food, sweet potato, cultural tourism, modification

## Introduction

A tourist attraction or tourist attraction is a place of recreation / a place to travel. Tourist attractions can be natural attractions such as mountains, lakes, rivers, beaches, seas, or in the form of building attractions such as museums, forts, historical heritage sites. Mojokerto is one of the districts in East Java Province. Mojokerto Regency has a lot of potential areas, especially historical relics, making local and foreign tourists to hunt Mojokerto tours. This is what encourages villages in Mojokerto to add the tourism industry, one of which is the village of Kebuntungul kec, Gondang as an educational tour of the Toga industry. TOGA stands for family medicinal plants. These plants can serve as ingredients for fitness drinks that are beneficial for mild health problems and help increase the body's immunity, besides that TOGA can also complement traditional family medicines. TOGA tourism is a travel activity for a person/group of people, who visit TOGA plantations for recreational purposes and develop themselves to know the advantages of TOGA plants. Even children will be able to understand the name of the plant, its benefits, the origin of the plant, etc.

There are 2 problems that can be concluded, namely:

1. How to plan and design an educational tourism area masterplan that is familiar, communicative, and adapts to the environment?
2. How to plan and design an educational tourism area for tourism activities and the Toga industry?

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In addition to the problem, the objectives of this research are Plan and design an educational tourism area masterplan that is intimate, communicative, and adapts to the environment Planning and designing an educational tourism area for tourism activities and the Toga industry. While the targets to be achieved are:

1. Organizing tourism activities for people of all ages from all areas around Kebontunggul village.
2. Organizing educational activities and the Toga industry for school children and higher education, as well as the surrounding community.

In this research several theories are used as the basis of planning and design. The village masterplan is a planning document that regulates the planning of the location of facilities and infrastructure and the allocation of space at the village level. The village masterplan is also a tool to direct the future development of the village. This masterplan is a comprehensive planning product (covering all matters) ranging from structures, patterns, utilization directions, utilization programs and institutions. The directions in the village masterplan are used to prevent changes in spatial utilization that are characterized as rural to urban. This condition is important, considering that villages have an important role in maintaining the productivity of food sources and at the same time are a buffer for the availability of clean water and air (Kautsary et al., 2021).

The village master plan program was introduced by the government in 2020. This program is intended for villages that still have a rural character. Community involvement in the preparation of village master plans is carried out to improve the quality of the village environment and improve the welfare of the community in accordance with local socio-cultural characters. Assistance in preparing village master plans is carried out to empower local village communities to create sustainable village area development directions (Prihastha & Suswanta, 2020).

The role of the Village Government in the preparation of the masterplan is to raise awareness of the importance of spatial planning for the village and to encourage the community to invest in the future of the village. The process of preparing the village masterplan begins with the identification stage, the planning process (in the studio) and the determination of program priorities, all of which involve the village community. This involvement is carried out with the hope that the community can recognize and manage the potential of natural resources and the environment properly and can optimize land use for the common good, in order to achieve food security, independence in meeting other needs to improve welfare (Masterplandes.com, 2019). Especially for the planning of the tourist village masterplan, the process can be carried out with the approach of preparing a building and environmental planning plan.

## **Method**

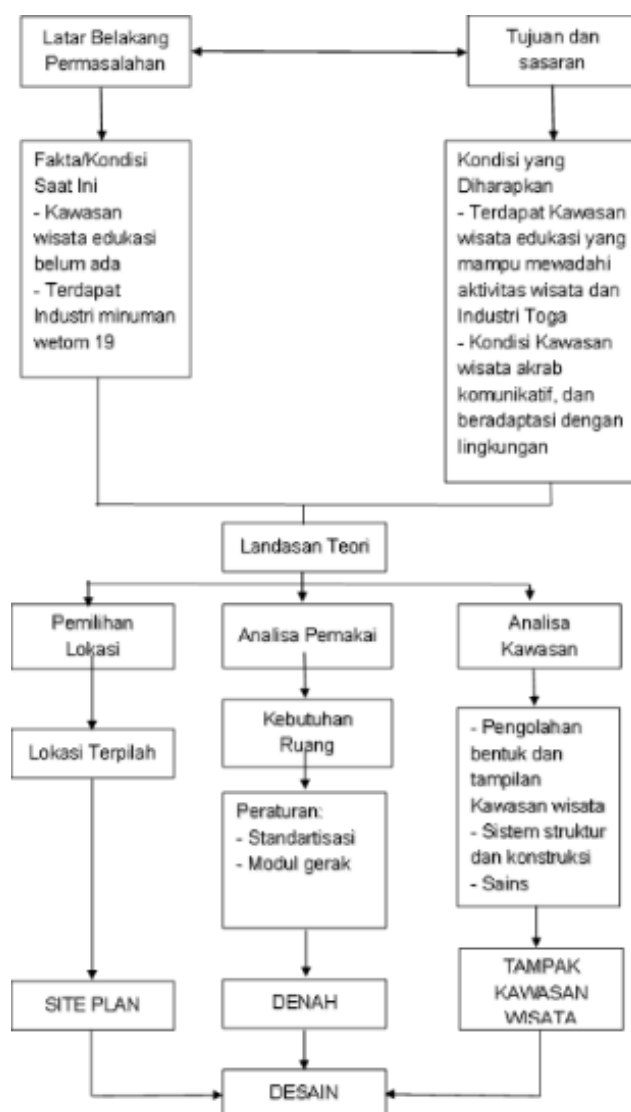
### **Literature and Field Studies**

Literature study is a process of investigating and analyzing relevant literature related to the research topic (Mencarelli et al., 2023). The literature study aims to understand the theoretical context and previous research that has been conducted by researchers or experts in related fields. The literature study steps involve searching, selecting, and evaluating sources of information such as books, scientific journals, articles, and other publications. In the context of a final project proposal, a literature review helps researchers build a theoretical foundation, identify knowledge gaps, and formulate a conceptual framework for the research to be conducted.

Field study is a research approach that involves collecting data directly from the location or context that is the focus of the research (Shrivastava & Srivastava, 2021). Field studies include observation, interviews, and direct interaction with respondents or research objects. The purpose of field studies is to gain a deep understanding of the situation or phenomenon being observed, as well as to validate or test hypotheses that may have been developed in the literature study. In a final project proposal, field studies can be used to collect empirical data, understand practical dynamics in the field, and confirm the relevance of literature study findings in a practical context.

## Thinking Framework

A research framework is the basic concept or structure used to design and structure a study. It includes key elements that guide the planning, conduct, and analysis of research (Lata & Siddharth, 2021). A framework provides a theoretical and methodological foundation for research and assists the researcher in organizing ideas, concepts, and research findings. In the context of a research proposal or plan, a framework also serves as a guide to answering research questions and achieving research objectives. Schematic of the thinking pattern (Figure 1).



**Figure 1.** Schematic Thinking Pattern

## Findings and discussion

### Conditions & Location of EduTourism

Maybe some people will think that toga tourism is boring because the scenery is too monotonous. For this reason, we have collaborated with the village of Kebontunggul, which previously had tourist destinations such as the mbencirang valley, in which there are various kinds of suitable places that are used as tourist destinations such as swimming pools, cafes that are presented with hilly views, there are rafting tours, there are even places for camping, and there are also homestays.



**Figure 2.** Current condition of Toga Industry Edu-tourism

Therefore, the mbencirang valley tour in kebontunggul village can be used as one of the destinations for tourists who want to find recreational places in Mojokerto. In addition to TOGA tourism, TOGA plants that are being cultivated would be nice if some are sold, because nowadays people prefer herbal medicines to chemical drugs. That's where the business opportunity behind being a TOGA tour of TOGA plants that are harvestable can be utilized. If the harvest of TOGA plants is sold raw, the income/profit will be small, therefore it should be processed into ready-to-consume materials, for example, such as the product we are making, namely herbal medicine. Dyed herbal medicine is herbal medicine that is used by dipping, the advantage of this dyed herbal medicine is that there is no pulp. Usually herbs are made by pounding / pureed, this causes the herbs to have pulp. But the disadvantage of jamu dip itself is that it tastes less flavorful than herbs that are ground or mashed. For the marketing process of this product, it can be done to tourists who visit or can spread brochures both offline/online.

The purpose of establishing TOGA plant tours in mbencirang valley tourism is to get a plus, namely not only recreation but visitors also understand the benefits of TOGA plants that are more than we know. One of the obstacles in making this TOGA tour is the land clearing, because the land can be said to be difficult to make plantations on the land, on the other hand, the land can also be said to be hard soil due to the absence of rain during land clearing. In addition to the land factor, there is also the factor of the community in Kebontunggul village which is very less helpful for land clearing, while this TOGA tourism is also useful as an MSME in order to get additional income.

### **Masterplan Planning and Design**

Planning and designing an educational tourism area masterplan that creates an intimate, communicative impression, and adapts to the environment. Planning and designing an educational tourism area that is in accordance with its function:

- a. Organizing tourism activities.
- b. Organizing educational activities and the Toga industry

This Eduwisata signboard is displayed on the front page so that it is easily seen from the highway which is the accessibility of the community or villagers which will certainly be able to attract the attention of visitors or people passing through the Kebontunggul village highway (Figure 3). The master plan of this Eduwisata will be displayed with conditions that are in accordance with the available land area so that it can accommodate the needs of the facilities needed by visitors and managers of this Eduwisata (Figure 4). While various buildings in this Eduwisata are displayed with a familiar atmosphere and blend with nature and the existing environment including buildings for managers and facilities for visitors who come (Figure 5).



**Figure 3.** Educational signage



**Figure 1.** Site Plan (Masterplan)



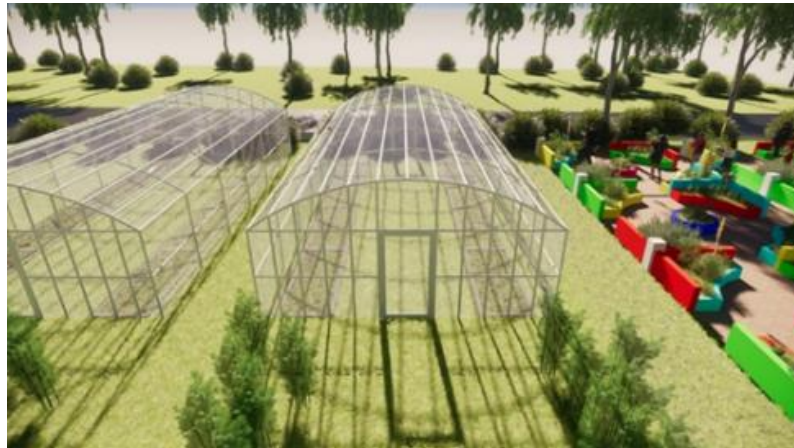
**Figure 5.** Toga Industry Building



**Figure 6.** Toga Plant Land



The existing land is not only used as a building also intended for land for planting toga plants as the main part of this Eduwisata (Figure 6). Green house is a place used for plant nurseries, as well as for plants that do not need too much sunlight, so that plants are better protected from pests and get a better quality of life (Figure 7). In addition to plants, the available land is also used as a children's playground and seating for rest for visiting tourists. This playground is also very necessary for discussion or learning for students and the wider community who visit (Figure 8). Finally, the parking lot is certainly used for the parking needs of visitors and managers of this Eduwisata. Therefore, the parking lot is made spacious so that it can meet the needs of parking vehicles both 2 wheels and 4 wheels or larger vehicles. This parking lot is placed in front so that accessibility is easy (Figure 9).



**Figure 2.** Green House



**Figure 8.** Play and Rest Area



**Figure 9.** Parking Lot.

## Conclusion

In carrying out the process of designing a Masterplan for the Toga industry educational tourism area as a land Educational tourism area that functions as a center for tourism activities and the Toga industry in Kebontunggul Village, Gondang District, Mojokerto Regency must involve all parties (stakeholders) by considering various factors and existing / available resources and considering the advantages (advantages) and disadvantages (disadvantages).

Seeing the condition and location of the Toga industry tour at this time, although it already exists, it cannot be maximized and optimized, both from the facilities and infrastructure of the Kebontunggul Toga Industry eduwisata. In terms of parking, it is still not wide and not representative. In terms of play areas and relaxing and resting conditions are still makeshift. In terms of the green house, it is also still simple and what it is, in terms of other support, the support is already there but not maximized and optimized. Therefore, it is necessary to plan and design a master plan for the edu-tourism of the toga industry to be neatly organized, beautiful and can bring benefits and benefits to all parties involved and concerned both in terms of tourists / visitors, the surrounding community, villages, sub-districts and Mojokerto Regency. With the planning and design of the toga industry edu-tourism master plan so that it can bring benefits and advantages to all parties involved and concerned both in terms of the surrounding community, village, sub-district and Mojokerto Regency, both in the short and long term.

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## Declaration

### Ethics approval and consent to participate

Not applicable.

### Consent for publication

Not applicable.

## Availability of data and materials

The data presented in this study may be obtained on request from the corresponding author.

## Competing interests

The authors declare that they have no conflict of interest.

## Author contributions

WAP and RW conceptualization, methodology, validation, formal analysis. RW and MAR investigation, data curation, writing - original draft preparation, writing. NA and RW review and editing, supervision. RW project administration. All authors have read and agreed to the published version of the manuscript.

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