

Community-Based Tourism Village Development in Health Food Security and Sustainable Agribusiness

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Abstract

The development of tourist villages is a strategic program for improving the welfare of rural communities that have socio-economic, cultural, and natural environmental potentials that become local wisdom. The research used case studies to identify problems and develop community potential based on a deep and distinctive understanding. The research locations were in two tourist sites, namely the Herbal Health Tourism in Kalibakung, Balapulang District, Tegal Regency, and Karangbenda tourist village has Sodong beach, in Cilacap Regency, Central Java Province, Indonesia. The research informant through purposive sampling, namely tour group managers, business groups such as traders and farmers, village governments, and empowerment practitioners. Data were collected by in-depth interviews, discussions, documentation and direct observation. The research used interactive data analysis model. The result showed that the tourism village development empowerment program needs participatory collaboration from various parties such as governments, tourism managers, economic business groups, and the community around tourism. The tourism development model through community empowerment is needed namely counseling, training, and assistance on tourism institutional management, financial management system as well as digital administration, tourism service management, The quality and quantity of the business group's products should be improved and product marketing promotion strategies. Tourist sites could be used as academic institution-fostered villages for student activities such as community service programs, internship programs, practicum, and practical work, as well as research and community service for lecturers.

Keywords: Business group, partnership, the village community, tourism management, empowerment

Introduction

Required village development needs to be participatory by providing opportunities for all parties, especially the community to plan, determine, implement and evaluate development activities according to the problem, needs and potential of the village community. The village is no longer abandoned by its people to make work in urban areas for urbanization and work abroad or migration without skills and competency certification. Potential resources in rural areas can be empowered and optimized which can become the foundation for regional, urban, and even national development. Rural areas with strong, hard-working, and high-spirited human resource potential such as farmers, workers, and small businesses or self-employed, then natural and economic resources that provide and support the needs of agricultural products,

The development of tourist villages 2021 to 2022 there is eighty thousand more tourist villages in Indonesia, eighteen hundred of them tourist villages. The development of sustainable tourism villages has become a priority for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to be more dynamic economic growth. Then the development of tourist villages can also be a strategy to maintain and protect socio-cultural sustainability, and the natural beauty of the countryside.

Tourism villages have unique and natural characteristics such as local wisdom that natural beauty, both mountains, and beaches, as well as socio-cultural aspects of life, dance, customs, food, and culinary which, and it cannot be found in cities and other different locations. Tourism villages have specific potentials such as the educational or ecotourism tourism segment, nature or ecotourism, religious and spiritual tourism or cultural tourism, culinary tourism, marine or coastal tourism, and tours that present potential and agricultural or agrotourism products. So tourism villages need to bring out their potential, characteristics, and uniqueness which become selling points by carrying out participatory development communications by the village government, local government, and academics who participate in the development of tourist villages.

Development communication should be seen as an all-encompassing process, including understanding audiences and their needs, planning communications and the chosen strategy, creating messages, disseminating information, face-to-face discussions, and feedback. Participatory communication is a basic element in the empowerment model, namely, people who are the target of policies need to be involved in interpreting, designing, and implementing the development process (Bates et al., 2019; Darling et al., 2012; Hedman, 2016; Melkote & Steeves, 2001; Servaes, 2008; Servaes, 2016; Wals & Schwarzin, 2012; Sulaiman & Ahmadi, 2020).

Tourism villages can be identified from two aspects, the first aspect of accommodation as tourism can be presented from the uniqueness and characteristics of residences and sites, then the second aspect is the attractions of various local community activities ranging from daily activities to ceremonial and ritual activities, which can enable tourists to actively participate in certain things such as dance courses and language courses.

The destination area of a tourist village provides services, beauty, and authenticity of the conditions and situations of socio-cultural life as well as the economy, then places and rural

nature are unique as well as interesting as local wisdom which varies from one tourist village to another, each having its characteristics respectively. (Janjua et al., 2021; Kachniewska, 2015; Latif, 2018; Lubis et al., 2020; Nurhayati et al., 2022; Teare et al., 2013; Yi et al., 2021).

The development of tourist villages also receives support from the policies stipulated by Central Java Province through the Regional Regulation of Central Java Province Number 2 of 2019 concerning the empowerment of tourism villages, that tourist villages need to be developed so that they can open jobs, maximize socio-economic, natural and cultural potential, as well can increase the income and welfare of the community, then can foster people's love for nature conservation in their village.

In this study, the authors focused on two potential tourist sites in Central Java Province, such as in the northern area, the Herbal Health Tourism (HHT) area in Kalibakung, Balapulang District, which is an important and strategic main program of Tegal Regency. Then to the south, there is Sodong Beach in Karangbenda Village, Maos District, and Cilacap District. The two tourist areas have different characteristics, namely HHT Kalibakung is located at a height of about 600 to 800m above sea level with tourism potential for health clinics, cultivation, and healthful herbal products. If from the northern route to the Guci tourist area in the mountains of Mount Slamet, HHT of Kalibakung Tegal will be missed, and vice versa.

However, from 2020 to 2022 the Covid-19 Pandemic will occur with the existence of regional restrictions and restrictions on social activities, which will have an impact on reducing productivity and economic income in various areas of life, especially in transportation services, lodging, tourism, and small or medium businesses. According to an information source from the Indonesian Ministry of Health, data on Covid-19 cases in Indonesia until November 2022 were 6,653,469 confirmed cases, 6,435,851 cases that had recovered, and 159,735 cases of death.

Therefore, it is important and strategic for the development of tourist villages that can be a top priority in increasing income, and economic productivity to become a source of village, and regional income and even provide community welfare, especially in rural areas. The development of a tourist village may not change the order of life, authenticity, and natural beauty. So accommodation in the form of building infrastructure for lodging, restaurants, and tourist attractions including entertainment attractions may not damage the environment or ecosystem which is characteristic, this is an embodiment of the concept Community-Based Tourism (CBT) with aspects of cultural tourism, exploration or adventure travel, and ecotourism. (Blackstock, 2005; Cañizares, & Canalejo, 2014; Chatkaewnapanon & Kelly, 2019; Connelly & Sam, 2018; Đukić & Volić, 2017; Kline et al., 2019; Mohamad & Hamzah, 2013; Nagy & Segui, 2020; Rasi et al., 2017; Ullán de la Rosa et al., 2019; Zhang et al., 2021)

Research Method

Research used case study research is suitable for examining the uniqueness or characteristics of a community with its phenomena to be constructed in depth through identification and analysis and there is no single perspective that can provide a complete explanation or explanation of the research problem. So that the research results are analyzed holistically, comprehensively, and contextually (Denzin & Lincoln, 2011; Lewis, 2003). Data were collected through dialogue or interviews, discussions, direct observation, and collecting relevant important documents.

The research determined informants or research subjects through purposive sampling, namely four administrators, village government, small business groups, and activists or observers of village community empowerment. The research locations were in the Herbal Health Tourism (HHT) Area in Kalibakung, Balapulang District, Tegal Regency, and Sodong Beach, Karangbenda Village, Maos District, Cilacap Regency, both locations are in Central Java Province of Indonesia.

The research used qualitative analysis by collecting data, clarifying, verifying, triangulating, reducing, identifying, calcification, and constructing data causality constructs and data validity with various reference sources for data presentation (Denzin & Lincoln, 2011; Miles, Huberman & Saldaña, 2013).

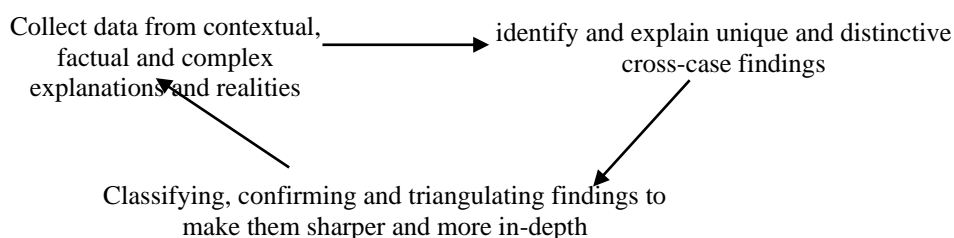


Figure 1. Data analysis

Development of Herbal Health Tourism (HHT)

The first research location in Herbal Health Tourism (HHT) as a priority program prioritized by Tegal Regency which was initiated from 2013- 2014 with the issuance of Regional Regulation No. 1 of 2013 concerning the Implementation of HHT and Complementary Traditional Health Service Retribution in Kalibakung Tegal Regency based on the formation, assistance and guidance project from the Ministry of Health through the Traditional Medicinal Plant Research Agency in the Tawangmangu area of Karanganyar Regency in Central Java Province, Indonesia. HHT was established in Tegal Regency to become a prioritized priority program in supporting the protection and development of herbal plant cultivation and post-harvest products in the form of herbal medicinal simplicia and other herbal variant products as a manifestation of preserving local wisdom. The role of HHT is also as a public health resilience to be able to maintain health, and treat or prevent disease so that it can realize self-sufficiency in family, group, and community health.

The establishment of the HHT area was based on a love for traditional medicine in the form of herbal ingredients which have proven their efficacy from generation to generation since ancient times as ancestral heritage or local wisdom. Local wisdom of herbs must be preserved and developed as an alternative to disease prevention and maintaining health, especially during the Covid-19 era, and even herbs can be a priority with development scientifically so as not to depend on chemical treatment.

HHT services are an important and strategic institution, which is the priority for the Tegal Regency government which has 3.2 hectares of land for herbal cultivation which is at an altitude of 600 to 800 above sea level. HHT is designed with the principle of always being friendly, providing open information, educating, and always being productive. Then HHT's vision is to carry out public health independence and prosperity with the cultivation of herbs and herbal products. HHT's mission is (1) The community is introduced to be involved in the cultivation of herbal plants. (2) HHT provides complementary herbal health checks and treatments that are affordable to the people's economy. (3) HHT would establish partnerships in the education, production, and herbal tourism sectors to improve people's welfare. (4) HHT

continues to develop and implement the results of scientific studies on the cultivation of herbal medicinal plants and traditional medicinal products.

HHT Kalibakung was established as a herbal health service program with a medical examination process by a medical doctor who has an official permit with herbal certification. Then the patient will be examined for health and receive a prescription according to the results of the diagnosis in the form of herbal simplicia to be made into a herbal drink. HHT is also designed as a tourist location that provides herbal education to visitors starting from the types and functions of herbal plants in the herbal garden storefront location, the process of processing herbs into herbal medicine simplicia, as well as several useful herbal products such as soap, body scrub, and massage oil, herbal ingredients and herbal drinks. HHT could be integrated into other tourist destinations, namely with the naval monument as a historical and religious tour, then the swimming pool can be reopened, including a tour package with the Guci tour at the foot of Mount Slamet which is already famous for its hot springs containing sulfur with green panoramas, beautiful and fresh air from the mountains.

The existence and role of HHT will greatly support some of the results of studies on the cultivation of herbal-based family medicinal plants in home gardens and community gardens as an effort to increase health resilience and increase minimal nutrition for the needs of families, business groups, and the community. Cultivation of family medicinal plants from herbal ingredients can also be converted into postharvest herbal products which have beneficial economic value and increase family and group income (Boonyabanha et al., 2019; Das & Sengupta, 2017; Diansari & Nanseki, 2015; Henderson et al., 2017; Lê et al., 2015; Mosihuzzaman, 2012; Peng et al., 2022; Silva et al., 2005).

Local characteristics are a reflection of social authenticity, culture, life, norms, ethics, and unwritten rules of a community that are obeyed, trusted, and carried out voluntarily and together. Local wisdom is also a social capital that supports the process of development and community empowerment through institutions, cohesiveness, solidarity and potential resources to be used as strength in facing challenges and problems in society.

Based on the study and review of research results from various reference sources that local wisdom is the knowledge and indigenous of the local community which is a description of the pattern of life that has become a community culture that has been passed down naturally from generation to generation as an ancestral heritage that will continue to be maintained or preserved by the community. Apart from being a social capital, local wisdom is also a social policy and local policy that supports the pattern of life in the countryside which is important in determining the success of development (Agatha, 2016; Demao, 2011; Gauci et al., 2017; Gunara et al., 2022; Khan & Shaheen, 2021; Opata & Asogwa, 2017; Pakholok, 2013; Pesurnay, 2018; Sulaiman et al., 2022; Ullrich, 2019)

The Herbal Health Clinic in Kalibakung, Tegal Regency, requires fifteen types of herbal simplicia with the highest priority in an average one-year need for herbal simplicia, such as cat kumis (leaf types) 92 Kg, turmeric (rhizome type) 218 Kg, Sambiloto (herbaceous species) 75 Kg, Salam (leaf types) 62 Kg, Centella asiatica (herbal species) 110 Kg, Acalpha indica (herbal species) 81 Kg, Sembung (leaf types) 102 Kg, Temulawak (rhizome type) of 229 kg, Meniran (herbal species) 123 Kg, Celery (herbal types) 59 Kg, Intersection mango (rhizome types) 55 Kg, Tempuyung (leaf types) 54 Kg, Reeds (root type) 54 Kg and Cinnamon (bark type) 50 Kg. This is following several well-known types of herbal medicinal plants such as Cardamom, Blimbing Wuluh, Moringa, Leaves Lempuyang, Betel, Lime, Galangal, Temulawak and Ginger, Guava, Kencur, Noni, Lucing Kumis, and Alang-alang (Adhikari,

2020; Bagus et al., 2022; Bruno & Ellis, 2005; Chang et al., 2016; Iddris, 2019; Sengar et al., 2017; Smolinske, 2005; Spollen Iii et al., 1999).

The development of family herbal cultivation and HHT institutions has received support from the Ministry of Health's policy with the stipulation of Circular Letter Number HK.02.02/IV.2243/The Year 2020 concerning utilizing herbs as traditional medicines that are useful in maintaining and maintaining health and preventing disease. This support is implemented through an empowerment program to preserve herbs as organic or natural herbal drinks that are healthy as local wisdom that needs to be preserved by the community.

HHT is still facing development challenges, especially regarding the swimming pool which was originally available as part of the tourist facility, but tourists cannot use the swimming pool in 2017, because it is no longer offered, because the swimming pool is no longer maintained by the tourism agency and its management is not handed over to HHT. Tourist visitors can visit the first area of 960m² storefront gardens and the second area of 936m² as several types of herbal plants used as pilots that tourists can visit as herbal educational tours. At the same time, there is a clinic for herbal health service activities for the community or patients seeking treatment with an average monthly visitor according to HHT data sources in 2021-2022 an average of 299 patients or 11 people per day. Tourists come to HHT either individually or in families, groups, or from educational institutions, and civil and security apparatus.

HHT Kalibakung requires herbal ingredients in the form of *simplicia* for patient treatment, so far it has always been supplied from Pasar Gede in Solo and the Center for Medicinal Plants in Tawangmangu as much as 65%, while 35% can be fulfilled by the production of HHT itself which has an area of herbal garden cultivation. HHT which has a total area of 2.5 hectares of land for herbal cultivation, of which only 1.2 hectares has been utilized can be maximized. Including the Kalibakung Village government is willing to provide for cultivating herbal plants that can be managed in 4 ha by the community specifically for family welfare empowerment.

Empowerment communication is a forum for dialogue that is humanistic and egalitarian or parallel and non-discriminatory between outsiders and insiders. Outsiders, such as extension workers, facilitators, assistants, socio-economic activists, or private parties, while insiders are communities and cultural institutions in the community and local or village governments. All stakeholders will formulate, agree on and implement programs needed by the community based on problems and socio-economic resources, environmental and natural resources as well as more importantly the human resources of the community to make the potential for empowerment and development. Community empowerment activities that have been carried out include (1) Counseling on the benefits of herbs as food security and independent health for the community in addition to maintaining health and alternative medicine, it can also meet the needs of families and groups and can be used as additional income and even open entrepreneurs. (2) Counseling with motivational and inspirational material on success stories to become herbal entrepreneurs with herb cultivation and herbal processing in the form of herbal powders, drinks, and *Simplicia*. (3) Counseling and training on making herbal drinks and powder, herbal massage oil, herbal dish soap, and herbal candies. (4) Counseling and empowerment of herbal plant cultivation in yards and gardens.

The Kalibakung Herbal Health Tourism (HHT) and the Kalibakung Village Government, Balapulang District, Tegal Regency need to carry out advanced programs of community empowerment for sustainability regarding the herbal products and cultivation of

herb plants in collaboration with academics such as Jenderal Soedirman University. Community empowerment activities have been carried out to further research and community service, then apprenticeship programs, practicum, student practical work, and thematic real work lecture projects. to the surrounding community, such as Kalibakung Village, which can later become partners in supplying herbal plants for medicine.

Agribusiness-Based Coastal Tourism Village Development

Sodong Beach is the location of a tourist village in Karangbenda, Adipala District as the second research location, precisely in Cilacap the district with the widest and longest beach in Central Java Province. Abstinence Sodong has a lot of potential, such as a beach with a cool, green, and beautiful coast because there are pine trees, grain plantations, and rice paddies as agribusiness potential. Then Sodong beach is equipped with other tourist destinations such as Goa Ratu and Goa Raja as spiritual or religious tourism for visitors who are still culturally and religiously strong to meditate to calm down, reflect, heal, seek inspiration or guidance in overcoming life's challenges and problems.

Sodong Beach tourism village in Karangbenda until now in 2022 has not received status as a tourist village from the Cilacap Regency government, because its territory is under the control of the Indonesian Army. Even though Sodong Beach needs a community empowerment program to develop its tourism and agribusiness potential with policy support and cooperation between government and military stakeholders including educational institutions and civil society.

Sodong beach tourism is managed by the tourism community from the people of Karangbenda Village who entered into a land lease agreement for rice farming land and palawija gardens as well as land for stalls at tourist attractions, as well as tourist entry fees with the Indonesian National Army from the Wijayakusumah Cilacap Military District Command. Unfortunately, the district government, in this case, the tourism office did not cooperate to support the development of Sodog Beach as the god of coastal tourism and agribusiness.

The decline in tourist arrivals, productivity, and income during the Covid-19 Pandemic became a common symptom experienced by all sectors of development economic activity, including the tourism sector, business groups, and their products. So it is necessary to have a community empowerment program sustainably to rehabilitate socio-economic conditions during and after the Covid-19 Pandemic. The people can return to having income from their economic businesses (Aleshinloye et al., 2022; Aulia, 2022; Carvache-Franco et al., 2022; Nurlaila et al., 2022; Nyoman et al., 2022; Pandey et al., 2021; Sabiq et al., 2020; Sulaiman., 2022; Vaishar & Št'astná, 2020; Wibowo & Hariadi, 2022)

"The Beauty of the Sea Behind the Srandil Hills" is the jargon for the typical designation of Sodong beach in Cilacap which is located on the southern sea coast of Java Island whose territory is bordered by the Indian Ocean, to the west of Pangandaran beach, West Java Province and to the east by Menganti beach, Kebumen Regency, because Cilacap Regency has the widest beach in Central Java Province with a long beach area of 201.9 km. So that Cilacap has a lot of beach potential for coastal tourism destinations that can be developed such as Sodong beach which the local people always call the Selok hills or Srandil mount.

Tourists can visit Sodong beach with easy access to the accommodation through paved roads which are very conducive for cars or motorcycles to pass, there is even the Tunggal Wulung airport in Cilacap which is about 25 km from Sodong beach or can be reached by car

in 30 to 45 minutes only. Sodong Beach should be managed and supported by policies like other beach resorts in Cilacap, such as Turtle Bay, Widara Payung Beach, Permian Beach, and Jets Beach.

Development requires collaboration and synergy between government stakeholders who have policies and budgets, private parties who have a business orientation and professionalism, and civil society stakeholders, namely people who also act as subjects of development, not objects of development. So that development becomes shared ownership, responsibility, and prosperity.

Sodong Beach has challenges in its development such as beach conditions that require the management team's attention, more trash cans, and also awareness of tourists to keep the beach and its surroundings clean from trash. Places to sell can be neat, orderly, and uniformly arranged so that they are more comfortable, and attractive. Construction of check-dams or breakwaters, so that seawater does not rise to the locations of stalls selling places, rice fields, and agricultural gardens on the coastal plains. Communities around Sodong Beach that are farmers and small entrepreneurs, need to get capital assistance and empower tourism and agribusiness development to increase knowledge, skills, productivity, and income.

Sodong Beach has more destinations besides the beach, namely scenic tourism and the cultivation of rice, crops, and agribusiness agriculture which can be used as educational tours and agribusiness tourism. Then Sodong beach also has religious and spiritual tourism in Ratu Cave, Nagaraja Cave, Mount Selok, Raja Cave, Rahayu Cave, and Nagaraja Turtle Conservation. Sodong Beach as a beach tourism destination also needs assistance in terms of promotion and marketing through digital media so that it is better known to the public.

Sodong Beach can be developed using a Community Based Tourism (CBT) approach because those who manage Sodong Beach and other tourist destinations in Karangbenda Village are already managed by the tourism community based on various potential human, natural, environmental, sociocultural, and local economic resources. As the CBT concept from several references emphasizes that the community is the main key in carrying out and developing tourism potential because they are more familiar with, have emotional and cultural ties as well as care for tourist attractions (Jannah et al., 2018; Juliana et al., 2022; Kunjuraman, 2022; Luan et al., 2022; Made et al., 2018; Nair et al., 2013; Phu et al., 2011; Tasci et al., 2014).

Community-Based Tourism Village Preservation and Development Model

Development requires strategic and leading sectors, one of which is the tourism village development program for improving the welfare of rural communities that have socio-economic, cultural, and natural environmental potential which become local wisdom.

The development of a tourist village requires a community empowerment program as a strategic model in community empowerment by planning, implementing, and evaluating programs in a participatory manner based on potential resources, needs,

and problems, of local communities. The empowerment program is carried out by counseling, training, mentoring, comparative studies, and partnerships to independence. Then the empowerment and development program will be the responsibility and shared ownership between the community, the private sector, and the government collaboratively and synergistically for common prosperity (Ariesta, 2021; Burke & Walters, 2022; Nurlena et al., 2021; Osin et al., 2021; Sulaiman et al., 2022)

Table 1. Village Development based on Community-Based Tourism

Culture tour	Exploration Tour	Natural tourism
<p>HHT in Kalibakung Tegal is a tourist destination that preserves and develops cultivation and herbal or herbal products as cultural heritage and local wisdom. Because people, especially in Java, have been cultivating medicinal plants or herbs for generations in their yards and gardens. This includes making and consuming herbal drinks, powders, and simplicia. Sodong Cilacap Beach has the destinations of Goa Raja and Goa Ratu which are places of cultural tourism that are religious and spiritual.</p>	<p>HHT can also be an exploratory tour if it is developed in the east where there is a river to become rafting tours and various games such as Flying Fox and a suspension bridge which is quite wide and about 500 meters long between the distance of HHT and the land across the river. Likewise, tourism in Pantang Sodong Cilacap is cruising tourism by visiting a hiking tour to Srandil hill or Selok while visiting Goa Raja and Goa Ratu which are places of religious and spiritual tourism.</p>	<p>HHT in Kalibakung Tegal can also be used as a natural tour which provides a beautiful and cool panorama to the east behind the HHT building, enjoying the flow of the river and the land across it. Then the gardens around HHT which are used as storefronts and gardens of various kinds of herbal plants are beautiful, green, and cool. Both of these things are very good if there is a shop or café where you can enjoy the coolness and beauty of herbal plants while enjoying innovative herbal drinks in the form of juices, cold herbs, and herbal ice, including healthy foods made from vegetables and fruits. Sodong Cilacap Beach also has natural attractions as has been explained in the exploration aspect, from beaches, sand beaches, boats, hills, and caves.</p>

The development of tourism villages, both in Herbal Health Tourism (HHT) in Kalibakung, Tegal Regency and Sodong Beach, Karangbenda Village, Cilacap Regency, has

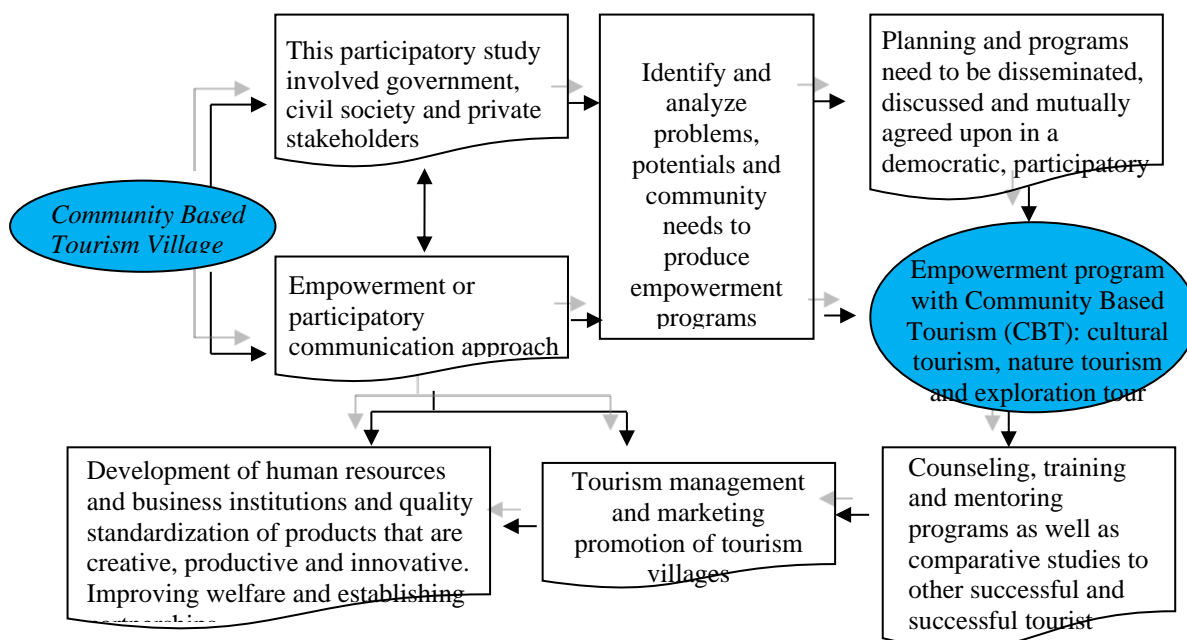


Figure 2. Community-Based Tourism Village Model

Conclusion

Herbal Health Tourism (HHT) in Kalibakung Tegal has potential with land for developing herbal cultivation that is quite extensive in HHT itself of around 1.2 Ha and the village government 10 ha. Socio-economic institutions such as Family Welfare Empowerment, Small and medium enterprises, farmer women's groups, and integrated service centers have an interest in cultivating herbal plants in yards and gardens so that they can become partners in supplying herbal ingredients to HHT. Because 65% of HHT Kalibakung Tegal is still from Pasar Gede Solo and the Center for Plants and Herbal medicine in Tawangmangu subdistrict and Karanganyar Regency, Central Java Province in Indonesia.

Sodong Cilacap Beach has the potential that can be developed such as beaches and stretches of pine trees that are shady, green, and cool. Other destinations such as Goa Ratu and Goa Raja are places of spiritual or religious tourism and located west of Sodong Beach, there is a beautiful green landscape on Selok Mount. Sodong Beach have resources for agribusiness products such as 3 ha of land which has been planted with rice, ground kale, long beans, coconuts, bananas, shallots, watermelons, and taro.

The Sodong Beach tourist area requires attention and cooperation between the Regency Tourism Office and the owner of the area or location, especially from the military force and academics or campuses including the private sector. Stakeholder cooperation is in the form of implementing community empowerment programs regarding the management of tourist villages and their development.

The community empowerment-based tourism development model requires counseling, training, and mentoring programs regarding tourism institutional management, tourism service management, quality improvement, financial and administrative management, and standardization of tourism products and tourism and product marketing promotion strategies. Even the tourist location of Sodong Beach can be used as Jenderal Soedirman University-fostered village for student activities such as Thematic Field Work.

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