

Green Economy Development Through Educational Tourism in the English Village of Pare, Kediri

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ABSTRACT

The English Village in Pare District, Kediri, has contributed to the real economic sector, felt by the community. In fact, the English Village is currently not only in Pelem Village, but has expanded to surrounding villages, including Tulungrejo Village. The English Village has become a lever for the community's economy. The average number of visitors during off-peak hours reaches 5,000 people per day and during school holidays reaches 15,000 people per day. The large number of people visiting the English Village has had a significant economic impact. This study will focus more on how the green economy development model in the development of the English Village as an educational tourism in Pare District, Kediri Regency, East Java. Using qualitative research methods and focus group discussions, the model will be revealed in an effort to grow the green economy through educational tourism. The findings of this study indicate that the Language Village Forum and the Tulungrejo Village Government have not been optimal in developing the green economy through educational tourism.

INTRODUCTION

Kediri, located in East Java, has many tourist destinations. In particular, the regency offers potential for natural tourism, including mountains, cultural heritage sites, and educational tours. Meanwhile, the city of Kediri boasts modern tourism attractions, one of which is the famous "English Village." The existence of the English Village has had a positive impact on the social and economic development of the community in Tulungrejo village. Facilities in the English Village continue to be improved thanks to the numerous course institutions. The location is equipped with adequate facilities for visiting students, such as accommodations, camping grounds, and affordable rentals. Furthermore, local residents are very concerned about needs such as food, clothing, communication, transportation, and entertainment, taking advantage of the opportunities presented by educational tourism in the English Village (Nur Afni Lathifah, 2020). Regarding tourism activities that combine the tourism sector and the education sector, according to (Priyanto, 2018). Essentially, educational tourism, or edutourism, is a tourism concept with positive values. This concept integrates learning activities with tourism. Edutourism is a form of non-formal learning activity, making it less formal than classroom learning. Furthermore, in practice, this concept tends to be more edutainment-oriented, meaning there is a learning process that makes participants feel happy within the learning system being implemented (Prasetyo, 2021). Kampung Inggris, located in Pare, Kediri, East Java, is known as a course center or location for learning English, and has the potential to become an educational tourism destination.

The main potential that attracts educational tourism is related to the seven beautiful aspects: safe, orderly, clean, cool, beautiful, friendly, and memorable. These factors attract tourists from various places to study and vacation in Kampung Inggris Pare. Kampung Inggris is an area with approximately 165 English language training institutions (LKP) (Perdana, 2019). In addition to places for English courses or learning, there is also an Arabic language course located not far from the village head's house. Kampung Inggris, located in Pare, Kediri, East Java, has become a destination for learning or taking English courses. Actually, the name Kampung Inggris refers to two villages: Tulungrejo and Pelem. The name Kampung Inggris originated when English language education institutions in both villages continued to grow over the years. Historically, Kampung Inggris in Pare began with the establishment of the Basic English Course (BEC) English language education institution on June 15, 1977, founded by Kalend Osen. BEC was the first English language education institution and also became a pioneer for other Kampung Inggris that increasingly emerged in Pare.

In 1970, Pare was a small town located at the eastern tip of Kediri Regency. Like other areas, Pare consisted of agricultural land and ordinary villages, where the majority of residents worked as farmers, livestock breeders, and traders. The majority of Pare's population was Muslim, making some areas of Pare a religious center for Islamic students (Santri). However, some residents still adhered to animist beliefs, and to this day, some maintain and practice Javanese cultural traditions passed down through generations. The majority of Pare residents

received their education at Islamic boarding schools (pesantren). For the people of Pare, Islamic boarding schools are seen as a means of developing morals and character (Abdurakhman, 2022). Dengan adanya BEC yang menjadi awal mula pemberian sebutan Kampung Inggris dan pertumbuhan yang terus berlanjut dari tempat pengajaran bahasa Inggris di Pare hingga saat ini, yang pada gilirannya menjadi destinasi kursus yang menjadi bagian dari eduwisata. Kebijakan-kebijakan pemerintah desa Tulungrejo untuk mendukung dan mewujudkannya telah dirancang dan dibentuk dengan melibatkan pemangku kepentingan serta masyarakat setempat atau warga desa Tulungrejo dan Pelem.

Regional regulation number 2 of 2020 for Kediri Regency concerning the main plan for tourism development in this region from 2019 to 2034, which is mentioned in attachment II, was inaugurated on September 2, 2020. This includes a map of the Regency Tourism Destination development zone, hereinafter referred to as DPK, namely a geographical area in Kediri Regency that includes one or more administrative sub-districts and within it there are Regency-scale Tourist Attractions (DTWK), public facilities, tourism facilities, accessibility, and communities that are interconnected and support tourism development. The Regency Tourism Destination Zone (DPK) in Kediri is divided into: 1). DPK I, the area at the foot of Mount Wilis and its surroundings, 2). DPK II, the area at the foot of Mount Kelud and its surroundings, and 3). DPK III, the area at Simpang Lima Gumul and its surroundings.

The structure of community life in Kampung Inggris has begun to change due to the emergence of English language courses. Previously engaged in farming, most villagers have now turned to entrepreneurship to earn income. Many profitable businesses have been established by the local community, as they provide land, set up courses, provide daily necessities such as food and clothing, and maintain order in the village. The economy and businesses in Tulungrejo village are significantly impacted by the many services available in Kampung Inggris. This educational tourism sector benefits course owners, business owners, the community, and the village government annually. Community involvement in Kampung Inggris is the result of the community collaborating in managing Kampung Inggris to realize local progress through environmentally friendly economic development that focuses on educational tourism in Kampung Inggris Pare Kediri.

THEORETICAL BASIS

This research uses policy implementation theory. Policy implementation begins after goals and objectives are established, program activities are developed, and the necessary funds are ready to be disbursed to achieve those goals. A basic understanding of policy implementation can be gained from Grindle's statement in (Akib, 2010) that implementation is a general process of carrying out administrative actions that can be evaluated at a specific program level. This implementation process will only work if goals and objectives have been established, activity plans have been designed, and funds are available to achieve these goals. Based on Edward III's Theory in (Nerustia, 2015) One way to study implementation is to start with a general statement. So, to answer this question,

Edward III (Bachry, 2019). propose variables that greatly influence the success of policy implementation, namely:

1. Communication: This is a means of disseminating information, both top-down and bottom-up. To avoid distortion of the information conveyed, it is necessary to have a fixed timeframe and be clear, as well as to maintain accuracy and consistency in conveying information.
2. Resources: This plays a crucial role in policy implementation, as policy implementation will not be effective if supporting resources are not available.
3. Attitude: This relates to the implementer's attitude in supporting policy implementation. Implementers are often willing to take the initiative to achieve a policy, depending on the extent of their authority.
4. Bureaucratic structure: A policy often involves several institutions or organizations in its implementation process, so effective coordination between related institutions is necessary to support successful implementation.

RESEARCH METHODS

The method applied in this research is qualitative, with a case study as the research type, aimed at exploring the village's contribution to the local community. The focus of this research will be how environmentally friendly economic development patterns are implemented in the development of Kampung Inggris as an educational tourism destination located in Pare District, Kediri Regency, East Java. Given the qualitative nature of the research, the presence of the researcher is essential as the researcher acts as an instrument in this study (Sugiono, 2021). According to Sugiyono (2020), qualitative research methods are used to examine natural object conditions. The researcher serves as the key instrument, data collection is triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning over generalization. Research methods are essentially scientific ways to obtain data for specific purposes and uses. The research method used in this study is a qualitative method using case studies and exploration.

RESULTS AND DISCUSSION

The results and discussion in this study will previously examine several results from previous studies, which then the findings obtained become a reference for differences in the current research that are the subject of discussion in the current research discussion. The results of previous studies may differ or disagree with the results of the current study, due to differences in the use of theory or other methods. From previous writings or studies, many discuss the green economy or environmentally friendly economy, but have not discussed how the Tulungrejo village government policy is implemented in regulations on educational tourism or in green economy regulations. An article by Nurul Mualifah and Sri Roekminiati in the Scientific Journal of Public Management and Social Policy, volume 2, number 1, 2018 entitled "Empowerment of the English

Village Community as an Educational Tourism Destination in Pare District, Kediri Regency"

https://www.researchgate.net/publication/327251760_Pemberdayaan_Masyarakat_Kampung_Ingggris_Sebagai_Destinas_Wisata_Edukasi_di_Kecamatan_Pare_Kabupaten_Kediri by taking a community approach is:

1. Human resource development, which includes training for village officials in collaboration with the local government, utilizing community potential to improve community businesses.
2. Business development, which includes opportunities for additional income for residents of Tulungrejo and Pelem villages, due to the high number of migrants, which has reached 40 percent.
3. Environmental development, which includes ongoing security issues in the area, resulting in crime, and suboptimal order due to indiscipline in traffic.
4. Institutional development, which includes an invitation from the local government to manage institutional quality assurance and the establishment of the Language Village Forum (FKB).

Based on the methods previously described, the Tulungrejo village government has implemented community empowerment programs in Kampung Ingggris, which have positively impacted the economic conditions of residents around Kampung Ingggris. In an article written by Pipit Nurcahyaningtias, Eka Askafi, and Imam Baehaki in the April 2024 edition of the Otonomi journal, volume 24, number 1, titled "Community Empowerment through the 'Kampung Ingggris Mengajar' Program in Kampung Ingggris, Pare District, Kediri Regency," <https://ejournal.uniska-kediri.ac.id/index.php/otonomi/article/view/5269/2517> by demonstrating that the Kampung Ingggris Mengajar (KIM) program plays a role in helping the community contribute to the promotion of Kampung Ingggris, with the increasing number of English-speaking individuals in the area attracting the attention of visiting students. Research has indicated that residents around Kampung Ingggris are beginning to be marginalized due to the large number of newcomers opening English courses and other places such as cafes or lodging. From this analysis, the question arises whether KIM is part of Tulungrejo village's policy in supporting environmentally friendly economic development through educational tourism in Kampung Ingggris in Pare, Kediri. The results of the study indicate that the indigenous people of Kampung Ingggris are indeed being gradually marginalized as many newcomers acquire land and establish English language course businesses. Newcomers who purchase land and establish courses, lodging, or cafes should comply with regulations set by the Tulungrejo district and village governments. Hopefully, the indigenous people of Kampung Ingggris will not feel marginalized.

From the article published by Hilmalia Ardha Dilla and Ertien Rining Nawangsari entitled "Sustainable Development Strategy for the English Village Educational Tourism Area" in the journal Societas: Journal of Administrative and Social Sciences, volume 12, number 2, November 2023, pages 190-303 with

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<http://ejournal.unmus.ac.id/index.php/societas> This article aims to describe sustainable development in the Kampung Inggris educational tourism area in Tulungrejo village, addressing sustainable development criteria that encompass ecological, economic, socio-cultural, political, and defense and security aspects. The research approach used is descriptive with a qualitative approach. Furthermore, the findings from the research conducted are:

1. The environmental sustainability plan is implemented through regular cleaning programs, the development of regulations, and collaboration between the government, the Language Village Forum (FKB), and the local community.
2. The economic sustainability plan is implemented through MSME development efforts and the creation of Quality Standards for language courses in Kampung Inggris.
3. The social and cultural sustainability plan is implemented by providing training for local residents and preserving the local culture of Tulungrejo village through events organized by the village government and the Language Village Forum (FKB).
4. The political sustainability plan focuses on increasing the involvement of the Language Village Forum (FKB) and the community in development activities in Kampung Inggris.
5. The defense and security sustainability plan is implemented through various activities to ensure security and order, as well as the development of regulations related to security and order in the Kampung Inggris area.

The research results emphasize strategies to ensure economic, environmental, social, and cultural sustainability, with the goal of ensuring local communities in Kampung Inggris can prosper, rather than be marginalized. By involving the Kampung Bahasa Forum (FKB), the policies established by Tulungrejo village are already in effect, given that most of the language course providers in Kampung Inggris Pare are immigrants. This refers to a journal article by Nur Afni Lathifah, Agus Purnomo, and Sukanto published in a social sciences and humanities journal in 2020

<https://ejournal.undiksha.ac.id/index.php/IJSH/article/view/17645/16342>

With the title "Dynamic Management of the English Village by the Community in Tulungrejo Village, Pare District, Kediri Regency," the management of the English Village consists of three stages: planning, implementation, and evaluation. The planning stage in the management of the English Village includes policy making carried out by the community, village government, community groups, educational course institutions, security forces, and the Language Village Forum (FKB). During the implementation stage, all parties involved coordinate to distribute policies by contributing according to their respective fields. Meanwhile, during the evaluation stage, all parties involved coordinate again through a deliberation forum.

The article in the Scientific Journal of Public Administration (JIAP) written by Moh. Sony Wicaksono entitled Implementation of sustainable development plans (A study in the English village of Pare, Kediri Regency) can be accessed via the link <https://www.neliti.com/id/publications/81054/pelaksanaan-rencana-pembangunan-berkelanjutan-studi-pada-kampung-inggris-pare-ka> In implementing the sustainable social sector development plan, the Kediri Regency Regional Development Planning Agency conducted a study on the development of Kampung Inggris, by establishing a Kampung Inggris Brigade to maintain security and social order. In the sustainable economic sector, the Culture and Tourism Office carries out promotional activities related to culture and tourism. In the sustainable environmental sector, the Environmental Office implements waste management programs and community-based sanitation initiatives. Development plans are still poorly coordinated between SKPDs, so a working group is needed between SKPDs to improve equity in social, economic, and environmental aspects.

Based on the findings of the research conducted, it can be seen that in implementing sustainable social development plans, the Regional Development Planning Agency of Kediri Regency conducted a study on the development of Kampung Inggris by forming a Kampung Inggris Brigade team to maintain public order. In the aspect of sustainable economics, the Department of Culture and Tourism carried out cultural and tourism promotion activities. In the sustainable environmental sector, the Environmental Office conducted waste management training and implemented community-based sanitation programs. However, development plans have not been implemented in harmony between SKPDs, so it is necessary to form a cross-SKPD working group to create equality in social, economic, and environmental aspects. This is also in accordance with previous literature reviews where the author has not discussed the implementation of Tulungrejo village government policies.

Based on the literature sources previously explained, edu-tourism is essentially a program from the Kediri Regency government that already has regulations, and has also reached the Tulungrejo village government to create regulations regarding edu-tourism. In other words, the green economy in the Tulungrejo community can be utilized to improve the economic status of the community in the English Village area. The green economy in the English Village of Pare focuses on developing economic activities that apply the principles of sustainability and environmental friendliness. These activities involve various sectors such as tourism, micro, small, and medium enterprises (MSMEs), and infrastructure, with the aim of reducing environmental impacts while improving community welfare, including:

1. Sustainable development through:
 - a. Environmentally friendly infrastructure.
The Kediri Regency Government has allocated a budget to improve facilities and infrastructure in Kampung Inggris, including creating green open spaces, with the aim of making the environment cooler and more attractive.
 - b. Waste management.

Environmental improvements also include efforts to reduce slum areas and improve the quality of life, which indirectly encourages a more efficient waste management system.

2. Economic development through:

a. English Village as a tourist destination.

English Village in Pare is targeted to become a tourism hub in Kediri Regency, which will attract more visitors and support local economic development.

b. Small and medium enterprises based on clean energy.

PLN UID East Java introduced the Green Powerhub program in English Village, which helps small and medium enterprises switch to clean and environmentally friendly energy sources.

c. Language Village Forum (FKB).

The local government initiated the Language Village Forum (FKB) to expand language learning, not only in English but also in other languages such as Mandarin, Arabic, and others.

Through sustainable growth and environmentally friendly economic development, it provides positive effects, including:

1. Improved standard of living.

Infrastructure improvements, more efficient waste management, and the development of an environmentally friendly economy are expected to address the rising standard of living of residents in Kampung Inggris.

2. Increased tourism appeal.

A greener and more sustainable Kampung Inggris will be a more attractive destination for visitors, both domestic and international.

3. Local economic development.

With the support of micro, small, and medium enterprises and the development of the tourism sector, the local economy in Kampung Inggris is expected to experience significant progress.

The development of an environmentally friendly economy has had a positive impact on the Tulungrejo village government and the community in Kampung Inggris. However, this also presents its own challenges, as the shift towards a green economy requires a change in attitudes from the community and business actors. This may require considerable time and a lengthy socialization process. Furthermore, collaboration between the community and the Tulungrejo village government is crucial for sustainable management. In other words, it is essential to ensure that this green economy development initiative is sustainable in the long term and not just a temporary project. Overall, the green economy in Kampung Inggris Pare is a positive step towards creating a better environment, supporting economic growth, and improving community welfare in a sustainable manner. In the future, it is hoped that the green economy will

continue to develop and that the community and village government of Tulungrejo will become more established in promoting educational tourism in Kampung Inggris Pare.

In implementing the sustainable social development plan, the Kediri Regional Development Plan has conducted a study on the development of Kampung Inggris (English Village) by establishing a main English Village to maintain social order. In the area of sustainable economics, the Culture and Tourism Office carries out cultural and tourism promotion activities. For environmental sustainability, the Environmental Office implements measures to manage waste and community cleanliness programs. Coordination between regional government agencies (SKPD) within the development plan is not well-functioning, necessitating the training of cross-sectoral SKPD working groups to promote social, economic, and environmental equality. As in previous document research, the author does not discuss the implementation of Tulungrejo village policies.

The Kampung Inggris management planning process involves policy development implemented by the community, village government, community groups, course organizations, security equipment, and the language forum (FKB). During the implementation process, relevant stakeholders participate in policy development through discussions. During the evaluation process, relevant parties are brought back into coordination through discussions. Green Economy Development in Kampung Inggris Pare requires a comprehensive approach involving various sectors, including government, communities, educational institutions, and business actors. With joint efforts, Kampung Inggris Pare can become an example of a sustainable educational tourism area and bring economic benefits to the local community.

CONCLUSION

The development of an environmentally friendly economy through educational tourism in Kampung Inggris Pare, Kediri, is currently receiving increasing support from various sectors and stakeholders. It is hoped that this educational tourism will improve the economy and well-being of the people of Tulungrejo village. Going forward, visitors who have English language courses or training institutions are expected to comply with the regulations established by the Kediri Regency government and the Tulungrejo village government. The steps taken to develop an environmentally friendly economy are expected to benefit both the Tulungrejo village government and the Kampung Inggris community. However, this also presents challenges, as the transition to a green economy requires behavioral changes from the community and businesses, which may require time and a lengthy socialization process. Furthermore, collaboration between the community and the Tulungrejo village government is crucial for sustainable management. This means it is vital to ensure that these green economy development efforts are ongoing and not just temporary projects. Overall, the green economy initiative in Kampung Inggris Pare has contributed positively to creating a healthier environment, supporting economic growth, and improving community well-being in a sustainable manner. It is hoped that in the

future, the green economy will continue to develop, and the synergy between the community and the Tulungrejo village government will become more solid in promoting educational tourism in Kampung Inggris Pare.

The green economy in Kampung Inggris Pare involves initiatives aimed at improving the economy by implementing environmentally friendly and sustainable practices. Various sectors, such as tourism, micro, small, and medium enterprises (MSMEs), and infrastructure, are involved in these efforts, emphasizing reducing environmental impacts and improving community well-being. Examples include green infrastructure development and sustainable waste management. Kampung Inggris also plays a role in economic development through tourism, MSMEs using clean energy, and the Language Village Forum (FKB), which aims to expand language learning, not only in English but also in other languages such as Mandarin and Arabic. It is important for course owners to follow the regulations set by the district and village governments. Many residents still receive information through traditional means regarding Kediri Regency Regulation No. 2 of 2020, such as direct outreach to policy makers, which means it has not been implemented optimally. This relates to the implementation of government policies in Tulungrejo village to create educational tourism in Kampung Inggris Pare, based on the Kediri Regency tourism development master plan for 2019-2034, which was ratified on September 2, 2020.

The native residents of Kampung Inggris (English Village) do not feel marginalized despite the large number of newcomers purchasing land to build courses, restaurants, and cafes. These newcomers should comply with the regulations set by the Kediri Regency and Tulungrejo Village governments. In fact, Kampung Inggris Pare still has considerable potential for green economic development, including sustainable educational tourism, waste management, the use of green open spaces, local business development, and environmentally friendly transportation. Developing a green economy in Kampung Inggris Pare requires a comprehensive approach involving the government, community, educational institutions, and businesses. With effective collaboration, Kampung Inggris Pare can become a model for sustainable educational tourism and benefit the local community. The proliferation of educational courses and the influx of businesspeople in Kampung Inggris Pare, building courses and boarding houses, does not create or trigger new problems, namely water problems in the environment or the Kampung Inggris Pare area.

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