

Jono Village Synergy in Improving Creative Tourism-Based on the Salt Industry



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ABSTRACT: Grobogan Regency's tourist sector is still quite small and hasn't been able to significantly impact the growth of the travel and tourism sector in Indonesia. Even though Grobogan Regency has a lot of possibilities for overseeing local resources related to tourism. The Jono Tourism Village is one of the potentials in the Grobogan area that could be developed. The distinctive feature of Jono Village is its ability to generate salt products despite being distant from the ocean. At the end of 2016, the Ministry of Tourism designated Jono Village as a Tourism Village. Not much has changed in this community since it was recognized as a tourist village. This is due to the unrealized potential of other locations as tourist destinations, the dearth of facilities in this community, and the village's poor accessibility. As a result, the author wants to transform this vacation hamlet into a community-based destination with a hub for the salt industry serving as a major draw. A qualitative descriptive technique will be used in the design concept that will be put into practice. Reducing the unemployment rate, enhancing the local economy, protecting the area's cultural environment, and building the infrastructure necessary to support the tourist village's growth are just a few of the issues that need to be resolved to develop this village. Data collecting techniques employed in the construction of this creative tourism town include reading, interviews, and observation. Next, interactive analysis techniques and flow model analysis approaches are employed for data analysis. The study's findings enable Jono hamlet to develop into a creative tourism hamlet with attractions that match the community's capabilities, particularly the Jono Village Salt Industry.

KEYWORDS: Tourism, Creative Tourism Village, Salt Industry Center.

INTRODUCTION

One of the non-coastal settlements that produces salt is Jono Village, which is situated far from the shore. The town product salt, which is shipped to several locations outside of Grobogan. Myths and stories surround the presence of saltwater sources in this area. Beginning with the tales of Dewata Cengkar and Aji Saka and his enormous snake. During the colonial era, Jono Village Salt peaked until the early 1970s. Because salt can be generated in Jono Village from saltwater wells, salt farming is a major source of income for many residents. According to the village's history, salt farmers have been producing salt on their own since the Dutch era.

The Tawangharjo District of Grobogan's Jono community is the site for the development of a creative tourism community. This village's boundary is Kali Lusi, and it directly borders Purwodadi District. Because Jono Village is conveniently accessible from many directions and situated between Semarang City, Pati Regency, Solo City, and Blora Regency, it enjoys a very advantageous geographic position. Geographically speaking, its coordinates are: 110.9811 East Longitude, and 7.0906 South Latitude.

The settlement of Jono settlement is situated in the Tawangharjo District of the Grobogan Regency in Central Java. It is situated far from the coast, approximately 188 km from the island's south coast and 87.9 km from its north coast. The following are Jono Village's boundaries:

1. To the north : Pojok Village and Plosorejo Village
2. In the east side : Selo Village
3. West : Pulongrambe village and Mayahan Village
4. South : River Lusi

Jono Village is spread across 410.11 hectares, including 6 hamlets, 10 RWs, and 31 RTs. Jono Village will have 4,450 residents in 2023, with 2,332 men and 2,218 women. This translates to a population density of 970 persons per km² Sidesa.jatengprov (2023)

Development is significantly influenced by the interaction between the community and local government. There are several

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development shortcomings in the context of regional development, including issues with institutions, human resources, community institutions, private agencies, and the community. Even though the development is implemented structurally. Nevertheless, because the success of the development plan is still dependent on knowing the internal state of the community, its implementation still does not yield the best results. The creation of a tourist village is part of the development strategy. There is no doubt that the government, the business community, and financial institutions must all promote the establishment of tourism villages. Support for the development plan to create a creative tourism town in Jono village is undoubtedly needed from a number of sources, including the local community, the government, the business community, and financial institutions.

In addition, the development of a tourist village must naturally incorporate superior potential. This means that in addition to being a tourist industry, the development of tourist villages can generate income for the local community and serve as a draw for domestic tourists as well as the creative industries in the vicinity.

One source of inspiration for growing Indonesia's creative economy is the creative economy's contribution to the country's diverse and dynamic culture and economy. The development of the creative economy is aided by the diversity of many nationalities. This creative industry always puts ideas, creativity, and talent first when carrying out its operations. In addition, the creative sector lessens poverty and solves the unemployment issue. It is envisaged that the creative industry can expand and thrive with the current demographic and cultural capital, generating jobs as knowledge and technology evolve. Aside from that, the creative industry in the village will grow further with the help of creative expertise, skilled labour, and a strong The creative industry gives its business actors' ideas, creativity, and abilities top priority when conducting its operations Nikke Yusnita Mahardini, Sri Suprihatin, and Kodriyah (2020). In addition, creative industries can help combat unemployment and lower rates of poverty Leonandri et al (2018). Along with advancements in science and information technology, it is envisaged that the creative industry can flourish and provide a large number of jobs thanks to the demographic bonus and the capital of cultural variety Ningsih and Cahyaningdyah (2014).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. Synergy.

Violins Mashita, Rostyaningsih, and Lestari (2023) state that synergy is a combination or unsure or side that might result in a more substantial and better outcome in Rahmawati, Noor, and Wanusmawatie (2014).

On the other hand, according to Wahab sinergi, it is defined as an interaction and integration between the general public and special actors, in tandem with the previously completed task forces between the local community and the bureaucrat.

Nurnasrina et al (2023) state that synergy is a concept that refers to doubling the influence (multiplier effect), which enables the energy of individual work or services to expand exponentially through collaborative efforts rather than something that we can physically hold in our hands. Actions that arise and flow from groups of individuals synchronizing with one another so they can move and think as one entity are referred to as group synergy. This cooperative activity is performed naturally, constructively, empoweringly, and by utilizing the group's resources as a whole.

2. Village Tourist.

Popular and expanding tourist destinations aim to showcase the local culture or environment as tourist towns Leonandri et al (2018) This is done to ensure that the region's creative industries and tourism potential work together (Astuti, 2016). The World Tourism Organization's (WTO) regulations, it is focused on cultural tourism, which offers a wide range of opportunities for community involvement in the development of potential that already exists to enhance community welfare Rahmawati et al (2014)

Tourist villages are one type of ecotourism activity that takes place in some locations and engages the local community. A tourist village, according to (Susfenti n.d.), is a rural area that provides an overall atmosphere that authentically captures the socioeconomic, sociocultural, customs, and everyday life of the village; it also has distinctive building architecture and a unique village spatial structure; or it has unique and interesting economic activities that have the potential to develop various tourism components, such as lodging, food and drink, souvenirs, and other needs related to tourism.

Having product potential and attractiveness, having human resources (HR) support, having strong community motivation, having adequate infrastructure support, having facilities to support tourism activities, having institutions that regulate tourism activities, and having land/areas that can be developed into tourist destinations are all factors that contribute to the development of tourist villages Utomo and Satriawan (2018).

3. Artistic Fields.

The key to overcoming global issues in the twenty-first century is creativity. In the age of globalization, engaging in creative activity is essential to competing in life Gede Agung (2016). Small businesses can employ a sizable workforce and have an impact on the GDP and gross domestic product of the nation Gunasekaran (2001) Leonandri et al. (2018) To become competitive

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in the creative business, it is intended that the fundamental skills held by the workforce can be enhanced, either through formal education, workshops, or training.

To help the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI) realize Indonesia's goal of becoming a developed nation, Kamil (2015) claims that economic development toward creative industries is a type of hopeful expectation. It is made up of ideas, goals, fantasies, and aspirations to create a society characterized by a high standard of living that is rich in creativity. The assertion made by Leksono and Santosa (2014) that the creative industry, which is a component of the creative economy, can quicken the pace of business and economic development supports this. According to research findings by Maryam, Paly Basir MUH, and Astaty (2016), the creative sector can grow and become more competitive if it can utilize information technology advancements to their fullest potential. Meanwhile, Utomo and Satriawan (2018) research findings indicate that high levels of innovation and creativity are necessary for products in the creative industry to compete with similar products and boost local economies.

One of the ways the government works to strengthen the economy and equitable development based on local understanding is through the creative industries and tourist industry. The growth of ecotourism, or ecological tourism, is the industry that is counted on to raise people's incomes. The culinary, craft, and performing arts are just a few of the creative businesses that can expand and flourish in the presence of tourist communities. Due to the dual effects of tourism and the creative industry, this has an effect on enhancing community welfare Rahmawati et al (2014).

Based on the findings of studies by Rahmawati et al (2014), Ishak and Somadi (2019), Harmis et al. (2020), and Sangamithra et al. (2016), it is possible to draw the conclusion that the existence of a tourist village can enhance the welfare of the local community and promote the expansion and development of the creative industries.

RESEARCH METHODS

The present study employs a qualitative approach as its research methodology. The qualitative descriptive approach, according to Hidayah et al. (2021), is a research methodology in which the data collected is expressed as words or images rather than numerical data. Documentation, field notes, interviews, and other sources can all provide this information. Both primary and secondary data sources are utilised. Interviews and observation are used in the descriptive qualitative data collection method. After that, the analysis of the qualitative data is done in an interactive or flowing manner, working nonstop until the data is saturated.

DATA ANALYSIS RESULTS AND DISCUSSION

A. Overview of the situation.

1. Jono Village is home to the Creative Tourism Village Development.

The Tawangharjo District of Grobogan's Jono community is the site for the development of a creative tourism community. This village's boundary is Kali Lusi, and it directly borders Purwodadi District. Because Jono Village is conveniently accessible from many directions and situated between Semarang City, Pati Regency, Solo City, and Blora Regency, it enjoys a very advantageous geographic position. Its coordinates are as follows: 110.9811 East Longitude, 7.0906 South Latitude.

The settlement of Jono settlement is situated in the Tawangharjo District of the Grobogan Regency in Central Java. It is situated far from the coast, approximately 188 km from the island's south coast and 87.9 km from its north coast. In actuality, though, this community is a salt producer, able to generate salt from briny water wells. This indicates that a large number of individuals in Jono Village make their living as salt growers. According to its past, salt producers in Jono Village have generated salt on their own since the Dutch era Surya et al. (2020)

2. Jono Village's Creative Tourism Potential.

a. The way of life in Jono Village.

Although there are some carpenters, tile and brick manufacturers, and builders in Tawangharjo District's Jono Village, the primary source of income for the rural populace is salt farming. The sector of salt farming is the rural population.

B. Discussion.

1. The fact that Jono Salt exists.

There is no longer any question about the existence of land salt produced in Jono Village, Tawangharjo District, Grobogan Regency, Central Java. Researchers interviewed a number of the village's salt farmers and found that, both in terms of flavor and quality, the salt produced in Jono Village falls short of SNI standards due to its relatively low salt content. But compared to sea salt, this land salt tastes better because it is savory and salty. Rather than sea water, the basic material is the salt water springs in Jono Village. This assertion is consistent with the findings of Surya, R. P. A.'s (2018) research. A feasibility study of using Grobogan Indigenous Salt (GIG) as a raw material for iodized consumer salt in accordance with Indonesian National Standards was published in a scientific journal. Grobogan Indigenous Salt does not satisfy the SNI standards for organoleptic characteristics, water content,

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and NaCl content, according to the findings of salt research.

Farmers can collect between 50 and 60 kilograms of salt and 80 and 120 liters of salt water each can. Farmers sell their soil salt for \$9,000 per kilogram and their salt water for \$70,000 every 40 liters. Compared to sea salt, which merely tastes salty, this land salt is pleasant and has a more complex flavor. When considering pricing, Jono Village's salt has a greater selling value than other salt. Relevant to Surya et al. (2020) study, which reports that local customers in the Jono Village region believe that Jono salt tastes more delicious than sea salt. Many people in Grobogan Regency and the neighboring areas are familiar with Jono Village as a salt-producing village. The salt that Jono Village produces

2. The Attempts to Preserve Land Salt.

In order to keep Jono Village land salt in business, a marketing mix approach is being used, which involves keeping an eye on a number of factors, including product, price, place, and promotion. Researchers spoke with a variety of sources in interviews to better understand the mix approach used. The marketing mix, sometimes referred to as a reference strategy, is a business strategy that a corporation employs to decide how to display its product offers in particular market categories Ngurah et al. (2022).

In order to better understand the marketing process, researchers spoke with a number of darkat salt farmers. In Jono Village, Tawangharjo District, Grobogan Regency, salt is distributed indirectly because the farmers already have their own middlemen. This means that they don't have to worry about marketing their product because customers are already purchasing it directly from them and seeing results right away. This assertion aligns with other studies carried out by SULASTIONO (2017). A case study conducted in Jono Village, Tawangharjo District, Grobogan Regency, is included in a juridical review of salt distribution in the Jono region.

According to the research findings, salt farmers in Jono Village, Tawangharjo District, Grobogan Regency, adopt an indirect distribution strategy in which they enlist the assistance of third parties (middlemen, traders/agents, and small and medium companies) in order to help deliver salt to customers. Collectors known as middlemen purchase crops from farmers and give them to brokers so they can be resold SULASTIONO (2017) Farmers have genuinely improved their packaging in response to government recommendations, but they have reverted to standard packaging while maintaining their brand since they are cash-strapped.

Plastic packaging takes labor and capital costs into account. Farmers who harvest through the government do not receive results right away because they must deposit the crop with the government-provided cooperative and wait for it to be marketed before receiving payment. If farmers sell their produce directly to consumers, they only use regular plastic that is packaged per kilogram, which is less expensive and requires less additional packaging work. In this way, farmers receive results faster after harvesting. The community truly needs government assistance for modernization in order to maximize production. This assistance can be provided through farmer promotion and management, which has carried out good distribution and opened up wide opportunities for parties outside the city and abroad to get to know their products without closing cooperation opportunities. Land salt production is still traditional and natural.

3. Condition of Salt Farmers in Jono Village

The majority of people in Jono Village, Tawangharjo District, Grobogan Regency, Central Java work as salt farmers because according to Surya et al. (2020) research, this area also looks at the facts on the ground. Jono Village is already known to the people of Grobogan Regency and its surroundings as a salt producing village. The existence of Jono Salt has certainly influenced the condition of salt farmers in the area. Based on information, the name of the salt production place is called klakah, the name klakah itself is taken from the name of the petung bamboo used for salt production called klakah.

Due to the region's reputation for manufacturing salt, a large number of people in Jono Village are employed as salt farmers. There are 43 salt farmers left in Jono Village, along with 1 worker/farmer. Since the workers are family members, there are 86 total persons involved in the farming and labor force, with the farmers' ages ranging from 34 to 85. Salt farmers have worked with their parents, grandfathers, or great-grandfathers to produce salt since they were young children. Thus, it may be said that the land salt industry is a family-run enterprise. The typical salt farmer began farming at the age of fifteen. If the weather is favorable or warm, farmers work in the salt production region every day. Belik Padas, Belik Buds, Belik Blarak, Belik Nganten, Belik Tengah, and Belik Waruk are the six wells that are sources of salt water; the water in these wells is sulfur-infused and hot.

The traditional tools still in use for production require extra effort and time, and harvest results are highly weather-dependent. Another challenge faced by farmers in the salt industry is that the government is not fully utilizing the superior potential in Grobogan Regency due to its long history. The government had previously claimed that Jono hamlet would be developed as a tourist hamlet, but there had been no actual development and farmers' ideas had also contributed to development and modernization.

The farmers are hoping that the government will turn Jono settlement into a tourist destination right once in order to capitalize on the potential of this settlement and increase its visibility to a larger audience. They anticipate government support in the form of bamboo, tarpaulin, plastic cups for collecting salt, ladles for filling water, baskets for draining freshly finished salt

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or after harvest, and buckets for salt and brine. They also anticipate that the government will work with farmers to jointly manage the village so that it benefits both the farmers and the village as a whole and that production is maximized.

After interviewing a number of sources, researchers discovered that there are in fact a large number of salt producers in Jono Village. Some residents of Jono Village think that Simbah Zaenuri, the person who originally discovered the salt springs there, was the first salt farmer in the village's history, a belief that has been passed down through the generations. On the other hand, some individuals dispute it and don't think it's true. Although it is impossible to pinpoint when or by whom salt was first discovered due to its historical background, it is certain that Jono Village, Tawangharjo District, Grobogan Regency, Central Java, has had the potential to produce salt since the Dutch colonial era or earlier. After interviewing a number of sources, researchers discovered that there are in fact a large number of salt producers in Jono Village. Some residents of Jono Village think that Simbah Zaenuri, the person who originally discovered the salt springs there, was the first salt farmer in the village's history, a belief that has been passed down through the generations. On the other hand, some individuals dispute it and don't think it's true. Although it is impossible to pinpoint when or by whom salt was first discovered due to its historical background, it is certain that Jono Village, Tawangharjo District, Grobogan Regency, Central Java, has had the potential to produce salt since the Dutch colonial era or earlier.

4. The growth of the salt industry in Jono Village.

One of the major hubs for the manufacture of salt in the Grobogan Regency is Jono Village. The Jono Village salt industry has been in existence for hundreds of years and has endured. The finding of a saltwater well in a farmer's rice field marked the start of the salt industry in Jono Village. Since that time, residents of Jono Village have been making salt to generate enough money for their daily necessities.

Since the salt industry in Jono Village has persisted for many generations, some residents have made it their full-time employment. The salt-producing field extends along the village road. Since the Dutch colonial era, salt manufacturing has been practised constantly in Jono Village, where it has been a legacy passed down through the generations.

When a bubble was found emerging from the ground in a rice field, Jono Village's salt industry got its start. The bubble was repeatedly excavated until hot salt water emerged (Romdoni, Interview May 5 2024). A growing amount of hot, salted water seeps out, creating ponds and natural wells. Unusual water comes from underground natural wells; it's hot, bubbly, and tastes distinctly of salt. The salt processing plant, spanning three hectares, and the salt well in Jono Village are situated roughly 100 kilometres away from the coastline (Widjanarko et al. (2022).

Locals used the finding of the saltwater as an ingredient to make chile sauce for cooking. The notion of manufacturing salt originated after one of the residents of Jono Village unintentionally experienced their saltwater drying up and crystallizing like salt in a mortar. Nearly all of the people who live in Jono Village produce salt because the village's salt has a particular salty flavor. The Dutch controlled all aspects of salt production during their colonial era (Muslim, Interview May 5 2024). In Jono Village, the family business of producing salt has been passed down to the next generation.

Because Jono Village is well-known for its salt, a lot of tourists come here to see the salt water that is isolated from the sea. Some tourists even think that the salt water from Jono Village can be used to treat a variety of illnesses, including skin conditions (Nur Salek, Interview May 5 2024). Although Jono Village salt has low iodine levels, it has also undergone laboratory testing and shown to contain minerals that are beneficial to human health, including heart and brain health (Ngurah et al. (2022)

Ultimately, the Jono Village community and the salt industry are closely related. This is also evident from the sign before reaching the community, which is a gate that states that Jono Village is a salt-producing community that makes salt that is distinct from other salt (AGUSTINA (2018). Salt became a significant industry since, before to the 1998 reformation, the majority of the villagers in Jono Village were employed as salt farmers.

Salt almost completely covers the terrain in Jono Village (Romdoni, Interview, May 5 2024). Salt has a strong bond with the residents of Jono Village. In Jono Village, making salt is just as vital to the community's identity as cultivating rice fields. This fact is further supported by the emergence of a local proverb that holds that an individual's social standing in a community is based on the amount of salt land they possess. People who possess land and enterprises that deal with salt are reported to make up the aristocracy of Jono Village culture (Nur Salek, Interview, May 5 2024). The region used to produce salt is privately held land. As a result, the area surrounding the saltwater source is valued highly and purchased and sold similarly to rice fields. Farmers own one front, one middle, and one back plot of property. The middle section is a structure with a klakah-klakah storage area and a saltwater storage pool; the front and back are areas for drying salt. Salt is kept dry in klakah containers. The goal of the two-front and two-back drying areas in the salt field is to increase the productivity of the salt production process. Because the klakah area and holding pond are in the centre, it is claimed to be efficient because it is simpler to remove the klakahs from the hut (Nur Salek, Interview, May 5 2024).

The front and back sections are alternately used for salt drying when the rainy season approaches. This is so that farmers' klakahs, which contain saltwater, do not combine with precipitation because the weather and rains are unpredictable. The

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purpose of the front and back drying sections, in addition to being utilized alternately, is to expedite the manufacturing of Jono salt to maximize outcomes. There was a sharp drop in the number of farmers in 2017. The number of salt farmers in Jono Village has decreased from 100 to 50 Ngurah et al. (2022). A loss in income – part of which stems from the incapacity to compete with other regions' salt businesses – also contributes to this decline in the number of farmers. However, salt farmers in Jono Village deal with a wide range of issues, this competition issue being only one of them.

The issue that poses the greatest danger is regeneration, as the majority of salt farmers in Jono Village are currently elderly, and the younger generation would rather relocate or seek employment elsewhere than in the salt industry (Muslim, Interview, May 5 2024). The salt producers in Jono hamlet are able to keep the hamlet alive as a high-quality salt producing village in spite of these issues.

5. Attempts to Preserve the Salt in Jono Village.

In order to keep Jono Village Salt in business, a marketing mix approach is being used, which involves keeping an eye on a number of factors including product, price, place, and promotion. The marketing mix, sometimes referred to as a reference strategy, is a business strategy that a corporation employs to decide how to display its product offers in particular market categories Ngurah et al. (2022).

In Jono Village, Tawangharjo District, Grobogan Regency, salt is distributed indirectly. This means that salt producers don't have to worry about marketing their product because someone already purchases it directly and receives the results soon after harvest. This assertion aligns with other studies carried out by SULASTIONO (2017) According to a case study conducted in Jono Village, Tawangharjo District, Grobogan Regency, salt distribution in the Jono area was reviewed judgely. According to the research findings, salt farmers in Jono Village, Tawangharjo District, Grobogan Regency, adopt an indirect distribution strategy in which they enlist the assistance of third parties (middlemen, traders/agents, and small and medium companies) in order to help deliver salt to customers. Collectors known as middlemen purchase crops from farmers and give them to brokers so they can be resold Kurniawati (2017). Farmers have genuinely improved their packaging at the government's request; however, because of a lack of funding, they have gone back to using standard packaging while maintaining their trademark. Plastic packaging takes labor and capital costs into account. Farmers who harvest through the government do not receive results right away because they must deposit the crop with the government-provided cooperative and wait for it to be marketed before receiving payment. If farmers sell their produce directly to consumers, they only use regular plastic that is packaged per kilogram, which is less expensive and requires less additional packaging work. In this way, farmers receive results faster after harvesting.

The community truly needs government assistance for modernization in order to maximize production. This assistance should be provided in the form of farmer and management promotion, which has carried out good distribution and opened up wide opportunities for parties outside the city and abroad to get to know their products without closing cooperation opportunities. Salt production is still traditional and natural.

6. Cooperation or endeavors to develop Jono Village Salt as a tourism destination.

After examining the village's state of existence in light of the researcher's general description, it is evident that Jono Village, Tawangharjo District, Grobogan Regency, stands to gain greatly from its strategic location and ease of access from any direction.

The potential in Grobogan Regency's Tawangharjo District, namely in Jono Village, is that the area possesses land that might be used to make salt. Naturally, this will be extremely advantageous for Jono Village should it become a tourism village, as it will enable the village to generate revenue for both its citizens and the surrounding community in addition to providing work space. The distinctiveness of natural resources is one of the possible outcomes of Jono :

a. Tourism Village Objects.

The method used to make salt at Jono Salt Pond, which is often drawn from the sea, is what makes the village's natural resources special. Normally, salt is drawn from a 25-meter-deep well. After that, a pipe that is attached to the reservoir is used to direct the water. Farmers transport the water from the reservoir into klakah, or split bamboo. Depending on the weather, the process of manufacturing this salt takes between ten and fifteen minutes.

b. Cleanliness of Tourist Attractions.

There is no pollution, trash, or graffiti at the popular tourist destination Jono Village, and the general populace is conscious of environmental purity. In order to maintain environmental cleanliness, waste water is once more managed by the community. In order to prevent degradation of the environment, the community once again manages the water waste.

c. Comfort of Tourist Attractions.

Despite being near residential areas, the tourist attraction offers clean air and excellent service to visitors. The salt producers in Jono Village are amiable and offer comprehensive information on the salt industry in the area.

d. Nature of the activity

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The Jono tourist attraction offers a variety of educational and research programs, including field work including the study of the land salt-making process and lectures. throughout addition, there are privately run hot springs throughout the village.

e. There are intriguing celebrations or occasions.

An industrial tour to learn about Jono salt used to be held in the Jono Tourism Village, but it has since been discontinued because to the COVID-19 pandemic. In addition, research on the salt content of Jono soil is being conducted in conjunction with UGM (Gajah Mada University) at this location.

f. The panorama.

The Jono Land Salt Pond is a unique tourist destination in Jono Village, where the surrounding natural landscape remains immaculate. The pond's natural value is increased by the surrounding residential neighborhoods and rice fields.

g. State of the roads.

Grobogan and Blora districts are connected by the district road leading to Salt Jono Tourism Village. The roads in this area have been fixed up and are in decent condition. Despite being a little narrow, the roads leading to the pond location are in good condition and are accessible by car.

h. The Salt Jono tourist destination's separation from the main road.

The Salt Jono Village tourist attraction is located less than a kilometer from the Purwodadi – Blora major route. The road leading to the location is rather broad and in good condition after being restored using a mix of cast and asphalt materials.

i. Transportation to the tourist village of Jono Salt.

The means of transportation utilized to get to the Jono tourist village are public transportation, privately owned two- and four-wheeled vehicles. Travelers can get to the site via automobile and motorcycle. Minibuses and other forms of public transit can take you to the Jono Salt tourist resort, but they cannot take you to the Jono Salt Ponds.

j. Facilities supporting MCK.

Although there aren't currently any MCK facilities or bathrooms at the Salt Jono tourist town, the neighborhood offers restrooms or bathrooms close to the mosque where the tourist attraction is situated. In addition, the community offers hot spring swimming, which is thought to heal skin conditions.

k. Encouraging the construction of houses of worship.

There aren't any places of worship at the Salt Jono tourist attraction yet, but you can still practice your religion at the neighboring mosque. The prayer room is in excellent shape and is kept up neatly and tidy. But there were no security officers present.

l. Facilities for the food booth.

The Salt Jono tourist attraction does not currently have food stall facilities, but there are a fair number of grocery stores and food booths at Jono Market. Jono Market is situated next to Jono Village's entry gate.

m. The Craft and Memorabilia Shop.

Although there is currently no official craft and souvenir shop at the Jono salt tourist attraction, the salt pond generates salt that is packaged under the Jono Village trademark and sold to the locals as well as to Solo, Kendal, and Madiun.

n. Central Board of Information.

Salt farmers or the local community can receive information on the history of the tourist attraction and the method used to make Jono salt, as there is currently no central information board in the Jono salt tourist hamlet.

o. Institutions for Tourism Management.

The local administration, BUMDES, and other salt-farming groups oversee the management of the salt tourism attraction in Jono village. The management's initiatives include submitting a patent indication for Grobogan Salt, which is scheduled for this year.

p. Institutional Tourism Awareness Group (POKDARWIS)

The Salt Jono tourist attraction does not currently have access to Tourism Awareness Group Management (POKDARWIS).

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The potential of Jono Salt Village in developing a Creative Tourism Village is as follows:

- a. Uniqueness of Natural Resources.
- b. Cleanliness of Tourist Attractions.
- c. Tourist Attraction Comfort
- d. Type of activity
- e. There are interesting festivals or events

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- f. Panorama.
- g. Road conditions
- h. Distance of the Salt Jono tourist attraction from the main road
- i. Vehicle to the Jono salt tourist village
- j. MCK supporting facilities
- k. Supporting facilities for places of worship.
- l. Food stall supporting facilities.
- m. Craft and Souvenir Center
- n. Central information board.
- o. Tourism Management Institutions.
- p. Institutional Tourism Awareness Group (POKDARWIS)

B. Suggestions

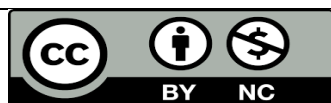
1. It would be preferable if the district, sub-district, and village governments were involved in the development of Jono village's innovative tourism villages.
2. The local community of Jono Village should contribute to the government's efforts to preserve and care for the village's potential in order to ensure that it is always maintained and well-kept.

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