



Local Wisdom Tourism: Optimizing the Role of Odong-Odong as a Means of Transportation in Kebumen Regency

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Abstract: This study aims to explore and analyze the role of Odong-odong as a means of tourist transportation in Kebumen Regency. The research method used is a qualitative approach with in-depth interviews with relevant stakeholders, as well as relevant literature studies. The results showed that Odong-odong has great potential in increasing tourism visits in Kebumen Regency. The use of Odong-odong provides a unique and enjoyable experience for tourists, especially families with children. Based on the results of the study, the author recommends several strategies to increase the role of Odong-odong as a means of tourist transportation in Kebumen Regency. These recommendations include improving the quality and variety of Odong-odong, providing a special path for Odong-odong, and promotion through social media. In the discussion, research findings were discussed compared to previous research and their relevance to tourism development where the use of odong - odong as tourist transportation can facilitate the access of tourists to the intended tourist destination.

Keywords: Kebumen Regency; Odong - odong; Tourist Transportation

Introduction

Kebumen Regency, with its rich natural, cultural, and religious potential, has become a promising tourism destination in Indonesia (Ansori et al., 2023; Hastjarjo et al., 2021; Muntasib et al., 2018). However, in the development of tourism, transportation plays a central role as a link between tourists and destinations. Underlined that transportation is an important factor in the development of tourism, because transportation is a means that connects tourists with tourist attractions (Martaleni et al., 2021; Mudana et al., 2018; Syabana & Park, 2020). also highlighted the great tourism potential in Kebumen Regency, especially in the fields of natural, cultural, and religious tourism. However, this potential has not been utilized optimally, one of which is due to adequate transportation access constraints.

Realizing the importance of transportation in tourism development, this study aims to optimize the role of Odong-odong as a means of tourist transportation in Kebumen Regency. In this context, the

research problem proposed is how to optimize the role of Odong-odong as a tourist transportation that can support the development of tourism in Kebumen Regency. The purpose of this study is to provide in-depth insight into the role of Odong-odong in the context of tourist transportation, as well as evaluate the impact of optimization of Odong-odong on tourism visits. This research has significant benefits in contributing to tourism development in Kebumen District. Through a deeper understanding of Odong-odong's role as a means of tourist transportation, this research can provide guidance to relevant stakeholders in harnessing the potential of Odong-odong as an attractive and effective means of transportation.

This research is based on the understanding that tourist transportation has an important role in tourism development. The research approach used is a qualitative method with a phenomenological approach, which allows us to explore the meaning and experience of research subjects about tour package marketing strategies through online media. Thus, this study will

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explain the role of Odong-odong as a means of tourist transportation that has the potential to increase tourism visits in Kebumen Regency.

Method

In this stage, the approach, design, data collection, data analysis, and efforts to ensure the validity and reliability of the research to be carried out will be described. This research will use qualitative research methods with a phenomenological approach. The phenomenological approach will allow researchers to explore the meaning and experience of research subjects related to the role of odong-odong as a means of tourist transportation in Kebumen Regency.

This research will use a qualitative approach with a phenomenological approach (Hartono & Bonafix, 2017; Sabar, 2016). This approach will allow researchers to deepen the understanding of tourists' experiences and perceptions of odong-odong as a mode of tourist transportation. With a focus on the experience of research subjects, this study will explore a deeper meaning related to the role of odong-odong in the context of tourism in Kebumen Regency. In this case, our study will use a similar approach to reveal tourists' perceptions of odong-odong as a mode of transportation.

This research will involve interviews with tourists who have used odong-odong as a means of tourist transportation in Kebumen Regency. In selecting a sample, we will strive to include a wide range of traveller backgrounds, preferences and experiences. This will provide a more comprehensive view of the role of odong-odong in tourism.

Data will be collected through interviews with travellers. During the interview, tourists will be asked to talk about their experience in using odong-odong, their perception of this mode of transportation, and its impact on their tourist experience in Kebumen Regency. In addition, we will also observe the use of odong-odong and analyze documents related to tourism in this area. In our study, data collection will focus on travellers' experiences and perceptions of odong-odong.

The collected data will be analyzed using qualitative data analysis methods. Research will use coding methods and themes to identify patterns, meanings, and key themes that emerge from interviews and observations. This analysis will help to understand more deeply how tourists perceive the role of odong-odong in their travel experience then in an effort to ensure the validity and reliability of the study, the study will also triangulate the data by analyzing tourism-related documents and observations to verify the findings. The validity and reliability of the research will

be strengthened through a systematic approach in data collection and analysis.

Result and Discussion

This section will present the main research results found in data analysis related to the role of odong-odong as a means of tourist transportation in Kebumen Regency. These results will be discussed carefully and in detail, with reference to related research and findings that have been obtained from previous studies.

As the results of research (Kussujaniatun et al., 2017; Law et al., 2017) in the context of Bandung City, it was found that optimizing the role of odong-odong on tourism visits has a positive and significant effect. These findings show that odong-odong has great potential in increasing tourism attractiveness. This is also consistent with findings (Rakhmanissazly et al., 2018; Setiawati & Paksi, 2018) which reveal that odong-odong can be an attractive and effective alternative to tourist transportation.

Odong-odong has high cultural and historical value in Bandung City. This shows that odong-odong is not only a means of transportation, but also has important cultural and historical values. Tourists can have a unique and immersive experience when using odong-odong as a means of transportation, which combines cultural and historical elements. The use of odong-odong as a means of tourist transportation can also increase the attractiveness of tourists, especially family tourists who bring children (Setiawati & Paksi, 2018). Odong-odong offers a family-friendly experience, with a fun and safe atmosphere for children. This can be a special attraction for families who want to explore tourism destinations in Kebumen Regency.

However, to optimize the role of odong-odong as a means of tourist transportation, several strategies need to be considered. Muntasib et al., (2018) recommend several strategies, including improving the quality and variety of odong-odong, providing a special path for odong-odong, and promoting through social media (Syarif, 2022). This strategy can help maximize the potential of odong-odong as an environmentally friendly, economical, and attractive tourist transportation.

In addition, it is important to combine the results of this study with the context of Kebumen Regency which has its own uniqueness in terms of tourism. Kebumen Regency has different characteristics and potentials from Bandung City. Therefore, the results of this study need to be considered in a context that is in accordance with regional conditions and needs, including accessibility, infrastructure, and security (Harsono, 2020; Junaid & Som, 2019; Mudana et al., 2018).

In research conducted by Suwarji & Putri Rahmawati (2021) in Kendal Regency, it was found that optimizing the role of odong-odong on tourism visits had a positive and significant effect. In this context, the results of the study can be interpreted as an indication that odong-odong has a very important role in increasing tourism visits. Thus, there is great potential for odong-odong to make a positive contribution to the tourism industry in Kebumen Regency.

Findings from Hidrawati et al (2020) which conclude that odong-odong can be an attractive and effective alternative to tourist transportation also have positive implications. This shows that odong-odong can be a means of transportation that is not only attractive to tourists but also effective in meeting their transportation needs. The implication of this finding is that odong-odong can be an attractive option for tourists visiting Kebumen Regency.

In addition, (Yuliardi & Priyana (2021) highlighted that odong-odong has high cultural and historical value. It is important to interpret it as an opportunity to promote and preserve local cultural and historical values. In the context of Kebumen Regency, which is also rich in culture and history, odong-odong can be used as a means to introduce and promote unique cultural and historical aspects. Rizali (2017) recommend strategies to increase the use of odong-odong as a means of tourist transportation, including improving the quality and variety of odong-odong, providing special lanes, and promoting through social media. The implication of this recommendation is that efforts to improve and develop odong-odong can help increase its appeal. In addition, providing special lanes for odong-odong and promoting through social media can help expand the use of odong-odong as a means of transportation.

In the context of Kebumen Regency, the results of this study can be interpreted as a basis for developing strategies that are in accordance with the needs and characteristics of the region. It is necessary to make adjustments and innovations that may be needed to maximize the role of odong-odong as a means of tourist transportation in Kebumen Regency.

After outlining the results of research related to the role of odong-odong as a means of tourist transportation in Kebumen Regency, it is time to provide practical recommendations that can help improve the role of odong-odong in the context of tourism in Kebumen Regency. These recommendations are based on findings from relevant research and focus on optimizing and developing the role of odong-odong.

First Recommendation: Improve the Quality and Variety of Odong-odong Based on findings from Faqihaturrahma et al (2023), it is important to improve the quality and variety of odong-odong available in Kebumen Regency. This can include aspects such as

design, cleanliness, and comfort of the odong-odong. In terms of variety, it can be considered to present different types of odong-odong that can accommodate various preferences and needs of tourists. These variations can include different themes, special amenities for families, or different types of travel.

Second Recommendation: Provide Special Paths (Rohmah & Lukman Arif, 2022) highlighting the importance of odong-odong as an environmentally friendly means of tourist transportation. Therefore, one of the recommendations is to provide a special path or route accessible to the odong-odong. In this way, odong-odong can operate more efficiently and safely. Dedicated lanes will also help reduce traffic congestion and ensure a smooth tourist experience.

Third Recommendation: Promotion Through Social Media In the digital era, promotion through social media is one of the most effective strategies to reach potential tourists. This recommendation is based on findings Kristian (2023) that suggest promotion through social media as one of the strategies to increase the utilization of odong-odong. Related parties, such as odong-odong operators, travel agents, and local governments, can use social media to promote the existence of odong-odong as an attractive alternative to tourist transportation in Kebumen Regency. Interesting content, photos, videos, and positive reviews on social media can help attract the attention of potential travelers (Wibowo & Ronggowulan, 2021).

Fourth Recommendation: Innovation and Creativity Research by Setyo Adiyanti et al (2018) shows that the potential of community creativity and innovation can strengthen the role of odong-odong in tourist transportation. Therefore, it is recommended that related parties stimulate innovation and creativity around odong-odong (Nisa et al., 2023). It can engage communities, local entrepreneurs, and creative individuals to develop new concepts, unique themes, and exciting experiences on an odong-odong trip. Innovations like this will help increase the attractiveness and uniqueness of odong-odong as a means of tourist transportation.

In this section, we will discuss research findings on the role of odong-odong as a means of tourist transportation in Kebumen Regency and relate them to previous research and its relevance in the development of the tourism sector. The findings in this study will be analyzed in the context of previous research results, so as to provide deeper insight into how odong-odong can be optimized in supporting tourism development.

In research (ndrawati et al. (2023) and Kristian (2023) which highlighted the role of odong-odong in tourism visits in Bandung City, the results showed a positive and significant influence of optimizing the role of odong-odong. This reflects the important role odong-

odong plays in providing a unique and enjoyable experience for tourists. The findings are consistent with previous research, which also emphasized the importance of cultural appeal, history, and unique experiences in supporting tourism.

In research Minanto, 2018 and Musleh et al (2020) reveals the potential of odong-odong as an environmentally friendly, economical, and pleasant means of tourist transportation. In the context of Kebumen District, this can be a relevant guide. The use of odong-odong as tourist transportation can help reduce the negative impact on the environment and provide a more economical alternative compared to other means of transportation. This is a positive aspect that can be used to promote odong-odong as a sustainable transportation option. In addition, recommendations for improving the quality and variety of odong-odong, put forward by Subaqin et al (2020), have strong relevance. By improving the quality and variety of odong-odong, Kebumen Regency can attract various types of tourists, including families with children. This can increase the attractiveness of tourism destinations and provide a better experience for visitors.

Promotion through social media, as proposed by Wijayanto et al (2023), can help expand reach and raise awareness about odong-odong as a tourist transportation option. In today's digital age, social media is a very effective tool for interacting with potential travelers, sharing information, images, and positive reviews. Through proper promotion, Kebumen Regency can reach a wider target market and increase tourist visits.

The recommendation to stimulate innovation and creativity, proposed by (Hidrawati et al., 2020), has the potential to bring new concepts and more interesting experiences on the road with odong-odong. Innovations like this can provide additional attraction for tourists and provide opportunities for local people to participate in the development of the tourism sector. In this way, odong-odong can be one of the attractive and effective tourist transportation alternatives in Kebumen Regency.

Conclusion

In the context of Kebumen Regency, this research has revealed the significant role of odong-odong as a means of tourist transportation. The results of this study are in line with findings in previous studies, which highlighted the importance of odong-odong in supporting the tourism sector. The uniqueness and cultural appeal as well as the unique experiences offered by odong-odong have a positive impact on tourism visits. In line with the findings of previous studies, this study underlines that odong-odong can be one of the

attractive and effective tourist transportation alternatives.

The importance of considering factors such as sustainability, economy, and pleasure in optimizing the role of odong-odong as a means of tourist transportation has been discovered. Odong-odong has the potential to be an environmentally friendly and economical option, which suits the needs of tourists and the local community. The use of odong-odong as a means of tourist transportation in Kebumen Regency can make a positive contribution to the development of the tourism sector.

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The author has read and agreed to the published version of the manuscript.

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Conflicts of Interest

The authors declare no conflict of interest

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