

## Designing Punthuk Setumbu as a Romanticism Landmark based on Film-Induced Tourism

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### Abstrak

*Punthuk Setumbu adalah salah satu keindahan alam yang terletak di Desa Karangrejo, Borobudur, Kabupaten Magelang. Popularitas Punthuk Setumbu meningkat pesat setelah digunakan sebagai salah satu lokasi dalam film Ada Apa Dengan Cinta 2, menjadikannya destinasi wisata yang sering dikunjungi. Potensi besar yang dimiliki Punthuk Setumbu membutuhkan pengelolaan yang efektif untuk meningkatkan daya tarik wisata sekaligus menjaga kelestarian alamnya. Program Pengabdian kepada Masyarakat ini bertujuan untuk meningkatkan pengetahuan dan keterampilan mitra dalam beberapa aspek, seperti konsep dan fungsi photobooth, serta pembuatan dan penerapan photobooth. Solusi yang ditawarkan dalam program ini meliputi sosialisasi, pendampingan dalam desain, dan penerapan photobooth. Kegiatan ini dilaksanakan melalui pelatihan yang memadukan metode ceramah dan praktik langsung kepada mitra. Hasil pelatihan ini mendapatkan evaluasi yang positif, dengan peningkatan di semua aspek yang berkaitan dengan pelatihan photo booth. Kegiatan ini sudah dilaksanakan antara Oktober 2024 hingga Januari 2025. Hasil evaluasi menunjukkan peningkatan pengetahuan peserta sebesar 80% terkait photobooth dan konsep pariwisata berbasis film. Pelatihan ini berhasil meningkatkan daya tarik Punthuk Setumbu sebagai destinasi wisata sekaligus meningkatkan pendapatan daerah.*

**Kata Kunci:** *Punthuk Setumbu, Romantisme, Penanda Wilayah, Film-Induced Tourism*

### Abstract

Punthuk Setumbu is a natural beauty located in Karangrejo Village, Borobudur, Magelang Regency. The popularity of Punthuk Setumbu has surged following its use in the film *Ada Apa Dengan Cinta 2*, establishing it as a frequently visited tourist destination. The significant potential of Punthuk Setumbu necessitates effective management to enhance its tourist appeal while preserving its natural integrity. This community service program seeks to elevate the knowledge and abilities of partners in the following area such as: concept and functionality of photoboos, creation and implementation of the photobooth. The solutions provided by this community service encompass the dissemination of the design assistance, and photobooth deployment. The activities will be conducted via training employing lectures and practical exercises for the partners. The program includes phases of socialization, workshops, and activity monitoring. These training garnered favorable evaluations, with all aspect are increase for photo booth training. The implementation of the activities will occur between October 2024 and January 2025. The evaluation results demonstrate an enhancement in participants' knowledge regarding photo booth and film-induced tourism. This training aims to enhance Punthuk Setumbu's appeal to tourists and elevate regions income.

**Keywords:** Punthuk Setumbu, Romanticisms, Landmark. Film-Induced Tourism



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## INTRODUCTION

Natural resources encompass all natural assets, both biotic and abiotic, employed by humans for food, raw materials, and energy (Sulisworo et al., 2022). Punthuk Setumbu is a

natural wonder that situated in Karangrejo Village, Borobudur District, Magelang Regency, Central Java. Punthuk Setumbu possesses significant potential that included wonderful location for observing the sunrise, with stunning vistas of verdant landscapes, a chicken-shaped church, hills, mountains, and Borobudur Temple. This tourist destination achieved considerable fame due to its portrayal as a backdrop in the film "Ada Apa Dengan Cinta 2". This exposure has rendered Punthuk Setumbu one of the most frequented tourist attractions. Nonetheless, this significant potential necessitates effective management and sustainable development to augment its attractiveness to tourists while safeguarding its natural beauty. The Indonesian government is presently undertaking industrial growth in the tourist sector, as it is currently the largest industry globally (Hasan et al., 2021). The Indonesian government aims to attract 20 million foreign tourists in 2019. In 2016, Indonesia received 11,519,275 foreign tourists. (Achmad et al., 2020). The government is still working hard to achieve the target of 20 million foreign tourists by 2020 (Budiyo, 2020). The tourism sector in Indonesia possesses significant potential due to the abundance of lesser-known, exquisite sites. Indonesian tourism is presently ranked 41st out of 141 nations, reflecting an improvement from the previous year's 70th position in 2013 and 50th in 2015. The tourist sector generated foreign exchange amounting to 172 trillion and provided 11.8 million employment (Sari & Suwartini, 2021).

Film and tourism can be integrated to showcase captivating destinations for visitors. This has been executed in numerous Hollywood films, such as "Mission Impossible" in Dubai and "The Lord of the Rings" in New Zealand. The film can inspire the audience to desire immersion in its setting. Film tourism refers to individuals visiting locations where a film was produced after having viewed the film. Film tourism refers to traveling to sites where films were shot, rather than visiting towns with cinemas to view films; it is often termed Film-Induced Tourism (Nurrohmah, 2021). Numerous films in Indonesia depict intriguing tourist attractions, one of which is "Ada Apa dengan Cinta 2" (Yudha & Sundari, 2021). This film, released on April 28, 2016, is a sequel to the 2002 film "Ada Apa Dengan Cinta". The principal actors in this film are Dian Sastrowardoyo portraying Cinta and Nicholas Saputra portraying Rangga. The film, directed by Riri Reza, successfully attracted an audience of 3.6 million viewers, generating a gross income of Rp. 109.9 billion (Ramansyah, 2016). This film also received a pretty good rating on the imdb.com site with a rating of 7.8. The awards this film received were also not small, in 2016 it won 7 Citra Cup awards in the categories of best female lead actor, best picture editor, best theme song, best music director, best fashion designer, best theme song and best music director. One of the filming locations for this film is in Punthuk Setumbu, which is the location of this community service program. The impact of the film "Ada Apa Dengan Cinta 2" (AADC 2) on tourists' motivation to visit Punthuk Setumbu indicated that sixty percent of respondents had viewed the film and subsequently visited the location. Approximately 60% of participants concurred that their visit to Punthuk Setumbu was influenced by having viewed AADC 2. Among those who found Punthuk Setumbu appealing as depicted in the film, 10% strongly agreed, 10% slightly agreed, and 40% agreed. Furthermore, 10% very concurred, 30% concurred, and 20% somewhat concurred that they visited Punthuk Setumbu to immerse themselves in the ambiance of a film set. Among visitors to Punthuk Setumbu motivated by their admiration for AADC 2, 30% expressed strong agreement, 20% agreed, and 10% slightly agreed. Finally, among those who visited Punthuk Setumbu because to personal curiosity, 10% strongly agreed, 30% agreed, and 20% somewhat agreed (Riyandika, 2019). This is in line with research results which reveal the fact that the majority of respondents in their research indicated that the reason for their visit to the Lord Of The Ring film set was related to the iconic visual or thematic attractions in the film (Li et al., 2017).

Data reveals that before the screening of the film AADC 2, the number of tourists to Punthuk Setumbu was around 100-200 people per day (Fadhli et al., 2023). After the film released, the visitation increased to 400-900 people per day, it wasn't long before the number of tourists reached more than 800 people a day. This increase in the number of tourists is also influenced by the rise of selfies being uploaded on social media among young people. This increases the motivation of Indonesian people, especially young people, to visit this place. Motivation is a state or condition in a person that encourages the individual to carry out certain desires to achieve a goal (Imanulhaq & Pratoowo, 2022). A situational study reveals that, despite its considerable potential, the administration of Punthuk Setumbu encounters several important obstacles, notably the insufficient number of tourist visitors. Innovation in tourism management is essential to resolve these difficulties. The implementation of technology in tourism information services can improve the efficiency and convenience for visitors. Moreover, creating novel film-induced tourism offerings can prolong tourist stays and enhance the local economy. This community service idea proposes the establishment of a photobooth as a novel attraction to attract additional tourists to Punthuk Setumbu.

## RESEARCH METHODS

Proposed methods to address the challenges encountered by partners include the facilitation of socialization concerning photo booth design concepts, support in photo booth design, and the execution of photo booth design. This service activity is scheduled to occur over six months in the Punthuk Setumbu Tourism Village, Karangrejo Village, Borobudur District, Magelang Regency, Central Java. The intended partner for this initiative is the manager of the Punthuk Setumbu Tourism Village, who voluntarily engaged in the training. The participants in this activity comprised twenty-one individuals overseeing the Punthuk Setumbu tourist village. The approach employed in executing this community activity will adhere to a specified framework, encompassing socialization, training, and evaluation phases to guarantee the program's efficacy and enhance the capabilities of managers in overseeing tourism places more professionally and sustainably. The methodology employed in this community service initiative is illustrated in the subsequent flow:



**Figure 1. Flowchart Of Community Service**

Community service activities are carried out for six months. This community service method is training that is carried out in an interesting way. This service activity provides a solution in increasing tourist visits as a form of solution in dealing with tourism potential, which is one of the attractions of the Punthuk Setumbu Tourism Village. The method applied in this training consists of several stages:

1. The first stage is preparation and outreach to the Punthuk Setumbu Tourism Village management regarding the photobooth concept, explaining the function of the photobooth, and holding discussions regarding plans for photobooth placement. Socialization will be carried out on September 14 2024
2. The second stage is assistance with photobooth design by discussing the photobooth design with partners, selecting materials for making the photobooth, and measuring the photobooth according to the installation location which will be carried out on October 27 2024.

3. The third stage is activities evaluation After the training steps are implemented, an evaluation is carried out to assess the achievement of the set goals. This evaluation process involves administering pre-test and post-test questions at the end of training session. The purpose of this evaluation is to provide an overview of the extent to which participants' understanding has increased regarding the training carried out at the Punthuk Setumbu Tourism Village.

## **RESULTS AND DISCUSSION**

The partnership between the community service team and the tourism administrators of Madurejo Village emphasizes the advancement of community-based tourism management. The initiative sought to provide essential insights and promote active involvement in the creation of a sustainable tourism environment in the community.

### **Community Service Program Socialization Activities**



**Figure 2. Socialization Of The Program With Madurejo Village Tourism Managers**

The community service team, in conjunction with the tourism managers of Madurejo Village, executed a socialization initiative to promote the advancement of community-based tourism management. The meeting sought to deliver critical insights and promote active engagement in the development of a sustainable tourism ecosystem in the village. During the event, the community service team provided an extensive presentation addressing multiple significant facets. The team underscored the significance of organized tourist management, encompassing efficient resource distribution, innovative marketing, and superior guest services. The team urged tourist management to implement sustainable methods, guaranteeing that tourism development would not jeopardize the village's natural assets. The conversations were received with enthusiasm, as participants actively exchanged their viewpoints, experiences, and issues in managing tourism. The session's interactive approach facilitated the identification of pragmatic solutions. Participants acknowledged the necessity of supplementary technical training to refine their skills and the establishment of supportive infrastructure to efficiently cater to tourists. These concepts were seen as essential measures for achieving a sustainable and inclusive tourism framework in Madurejo Village. This socialization event was a significant milestone in promoting collaboration between the community service team and the village tourism administrators. The ideas and techniques presented at the event are anticipated to facilitate sustainable tourism growth, thereby enhancing the welfare of the local people and safeguarding their cultural and natural resources.



### **Photobooth location survey service activity**



**Figure 3. Photobooth Location Survey Activities**

To enhance tourism service innovation by establishing a photobooth as a new attraction in Punthuk Setumbu Tourism Village, the process began with discussions followed by a site survey conducted by the community service team in collaboration with the village management. This initial step in the planning process aimed to identify the optimal location for the photobooth to achieve its purpose of enhancing tourism services and serving as a new attraction. The site inspection was carried out to assess the effectiveness of the chosen location, ensuring that the photobooth could function optimally. The survey was conducted to identify strategic locations, ensuring sufficient space for both the photobooth and the surrounding movement area. Additionally, the community service team and the Punthuk Setumbu Tourism Village management discussed potential challenges in determining the location. During the survey, every corner of the proposed site was thoroughly documented through photos and videos, facilitating analysis and planning. The discussions between the community service team and the management were interactive, ensuring a smooth and two-way survey process.

### **Photobooth design service activities**



**Figure 4. Photo Booth Design Training**

The community service team, in collaboration with the administration of Punthuk Setumbu Tourism Village, executed the design planning phase after data collection during the survey. The photobooth design planning entails formulating a design concept through the development of visual and structural designs that correspond with the subject of the tourism town and embody the local culture. The process entails assessing the dimensions and configuration of the photobooth to guarantee visitor comfort and organizing ancillary facilities, such as queueing zones, storage rooms, and accommodations for individuals with special requirements. The management team and the community service team actively engaged in this design stage, facilitating a seamless process. The survey findings informed the design process, ensuring alignment with the specific needs and characteristics of the area.

### Evaluation of activities

In general, the community service went well and smoothly with the cooperation between the team and the tourism management. Based on the evaluation, here is the measurement of the photo booth workshop;

**Table 1. Results of *pre-test* and *post-test***

No	Knowledge Aspect	<i>Pre-test</i>	<i>Post-test</i>
1	Understanding of photo booths	40%	90%
2	Understanding of photo booths design	45%	88%
3	Understanding of tourism village development	50%	85%
4	Understanding of Film-induced Tourism	35%	85%
5	Potential economic impact for the community around Punthuk Setumbu	55%	95%
6	Motivation for participation in village tourism	50%	88%
7	New insight into the tourism potential of Punthuk Setumbu	45%	90%

**Table 2. Pre And Post Comparison Of Photobooth Design Training**

No	Before training	After training
1	Participants understand the basics of photobooths, but do not yet understand the importance of photobooths in attracting tourist interest.	Participants understand that photo booths are not just decoration, but can also be a tourist attraction and regional marker. Plus, the Punthuk Setumbu location was the shooting location for the film AADC 2.
2	Participants have not treated Punthuk Setumbu as an inclusive tourist attraction because initially it was only intended for photographers.	Participants are more aware of the importance of involving a wider range of tourist visitors so they don't just focus on the photography community
3	Participants did not have knowledge about photo booth design and digital marketing potential	Participants were introduced to photo booth processing software and an introduction to digital marketing to increase tourist visits

### CONCLUSION

The conclusion highlights the effective implementation of the community service program designed to advance sustainable tourism in Madurejo Village. It emphasizes the cooperative endeavours between the community service team and local tourism management, which fostered an engaging setting for exchanging views and experiences. The project emphasized the significance of structured tourist management, technical training, and supportive infrastructure to improve tourism services. The implementation of a photobooth as a novel attraction in Punthuk Setumbu was recognized as a crucial tactic to attract additional visitors and enhance the local economy. The conducted operations are anticipated to foster sustainable tourism growth, benefiting the local population while conserving cultural and natural resources.

### Acknowledgements

Thanks are expressed to the LPPM (Institute for Research and Community Service) Universitas Ahmad Dahlan which has provided support and funding for this community service activity. Thank you also to the management of Karangrejo Tourism Village, especially Punthuk Setumbu tourism, for their cooperation.

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