

## Determining Child-Friendly Villages as Thematic Tourism Villages (Case Study: Lamongan Regency)

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### ABSTRACT

Program Desa ramah anak (DRA) di Kabupaten Lamongan sebagai tindak lanjut program Kabupaten Layak Anak, serta Agenda Habitat II yakni *Child-Friendly City*. Kabupaten Lamongan belum memiliki desa yang ditetapkan sebagai DRA, namun beberapa desa sudah berkomitmen dan menunjukkan progres dalam memenuhi indikator DRA. Sejalan dengan program prioritas, yaitu desa wisata, maka DRA perlu dikaji sebagai desa wisata tematik karena memiliki atraksi dan daya tarik wisata spesifik untuk anak-anak. Penelitian ini bertujuan untuk menentukan desa potensial untuk wisata tematik berbasis Desa Ramah Anak. Penelitian ini menggunakan metode studi kasus. Data dikumpulkan dengan teknik *indepth interview* dan observasi. Analisis data menggunakan teknik analisa pembobotan (skoring) terhadap aspek potensi wisata dan implementasi DRA, yakni dengan memberikan skor pada skala 86-100 untuk sangat baik, 71-85 untuk baik, 56-70 untuk cukup baik dan <55 untuk tidak baik. Hasil penelitian menunjukkan bahwa desa potensial dengan nilai paling tinggi adalah Desa Kendal Sekaran. Penelitian ini memberikan rekomendasi praktis bagi pemerintah daerah dalam pengembangan desa wisata tematik ramah anak, serta menjadi acuan desa-desa lain dalam memenuhi indikator Desa Ramah Anak.

*The Child-Friendly Village Program (DRA) in Lamongan Regency is a continuation of both the Child-Friendly Regency program and the Habitat Agenda II, specifically the Child-Friendly City initiative. Although Lamongan Regency lacks a designated DRA village, several villages have demonstrated commitment and progress in meeting the DRA indicators. In line with the priority program, namely tourist villages, DRA needs to be studied as a thematic tourism village because it has specific tourist attractions and attractions for children. This research aims to determine potential villages for thematic tourism based on Child-Friendly Villages. This study uses a case study method. We collected data through in-depth interviews and observation techniques. The data analysis employs a weighting technique (scoring) to evaluate tourism potential and DRA implementation. This technique involves assigning a score of 86-100 for very good, 71-85 for good, 56-70 for quite good, and less than 55 for not good. The results of the study show that the potential village with the highest value is Kendal Sekaran Village. This research provides practical recommendations for local governments in the development of child-friendly thematic tourism villages, as well as being a reference for other villages in meeting the Child-Friendly Village indicators.*

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## 1. Introduction

Government representatives from all over the world attended the Habitat II conference, where they formed an action plan to make settlements more comfortable and sustainable. The discussion accounted for the needs of children and adolescents. In alignment with this agenda, UNICEF and UN-Habitat launched the Child-Friendly City (CFC) program (UNICEF, 2018 in Dieben, 2024). The CFC's formation aims to empower cities to formulate policies, programs, and decisions that incorporate children's opinions, needs, and rights (Powell, 2024), encompassing health, education, social, civil rights and participation, legal protection, labor protection, and infrastructure (Rahmawati et al., 2024). We hope that the CFC will transform the city into a secure environment where children can learn and explore their surroundings. The Minister of State for Women's Empowerment and Child Protection in Indonesia has accommodated this agenda in the Regulation of the Child-Friendly District/City Policy, which explains that indicators of child-friendly cities in Indonesia include health, education, protection, infrastructure, environment, and tourism (Widiyanto & Rijanta, 2012). The development of child-friendly district/city policies begins at the national, provincial, district/city, sub-district, village, and Citizens Association/Neighborhood Association scales (Cordero Vinueza et al., 2023). On the sub-district/village scale, in urban residential areas, there is the Child-Friendly Kampong Movement, and there is also the Child-Friendly Village Movement in rural settlements.

The Ministry of Women's Empowerment and Child Protection awarded Lamongan Regency, East Java, the Child-Friendly District in the Middle Category in 2019 and successfully promoted it to the Nindya Category in 2021. Furthermore, the Lamongan Government has formulated regional guidelines for a child-friendly Regency, as detailed in Lamongan Regency Regulation no. 3 of 2019, which pertains to a child-friendly city. Given that villages are the closest environments for children, the Lamongan Government is actively reaching out to the villages in Lamongan and has established several indicators of child-friendly villages and sub-districts. Lamongan Regent Regulation No. 45 of 2020 regulates these indicators. East Java, particularly in the Lamongan district, is currently promoting child-friendly villages (CFV) as part of the mission to realize a rural Golden Indonesia in 2045, with plans to start at the village scale. Increasing the number of villages that prioritize children's rights will enable them to generate high-quality human beings (Kusumawardani & Prasetyo, 2019). Currently, the regent has not designated any villages in Lamongan as CFV. However, several villages in Lamongan have demonstrated commitment and progress in meeting the CFV indicators set by the government. In line with the Lamongan Tourism and Culture Department's strategic plan for 2021-2026, which prioritizes the development of tourist villages in Lamongan, CFV presents an intriguing study as a thematic tourist village due to its unique attractions, particularly those tailored to children. The existence of CFV, a tourist village, not only serves to uphold children's rights but also enhances the economic status of its local residents. In addition, it serves as a catalyst for other villages to promptly align with the CFV indicators.

The last five years have seen a lot of research on child-friendly tourist villages. Most of it has talked about more than one thing. For example, studies at how CFV can be used in village tourism programs and activities (Sagarmartha, 2019; Sugiarti et al., 2020; Nuraflah et al., 2019; Mauludin, 2021); studies about management (Husni et al., 2023; Badriyah, et al, 2023); research about the effects of tourist villages on the community (Tirasattayapitak et al., 2015; Ramadhani, 2019b). The research on child-friendly tourist villages draws its foundation on the inherent potential of the village, rather than the government-promoted initiation or program. What is new about this research is that it draws its tourism base from thematic studies, specifically "*Child-Friendly Villages*".

## 2. Material and Method

According to UNICEF, a child-friendly city is a city that guarantees the rights of every child as a citizen of the city (Cordero Vinueza et al., 2023). CFV plays an important role in ensuring legal protection for children at the village level, which in turn supports the realization of a Child-Friendly City. Implementing child-friendly villages involves meeting specific indicators, including institutional strengthening and community involvement (Rohmayanti et al., 2023). The creation of safe play environments is crucial for children's growth and development. Successful implementation of child-friendly villages can raise awareness about children's rights and create conditions that enable their fulfillment (Rusmiyati & Hikmawati, 2018). The implementation of child-friendly villages requires community participation and awareness (Firmansyah et al., 2022).

The Ministry of Women's Empowerment and Child Protection uses 24 indicators divided based on these five clusters to assess and evaluate the implementation of child-friendly cities including village. The distribution of indicators is:

1. Institutional Strengthening: regulation regarding CFV, the budget allocates a specific percentage for the fulfillment of children's rights and involves community institutions, the business world, and the mass media in this process.
2. Children's Rights:
  - a. *Civil rights and freedoms*, including the percentage of children registered at birth, children's information service, public space (reading corner), and a Village Children's Forum appointed by the village head that is active in village development planning deliberations.
  - b. *Basic health and well-being*, including all children born in health facilities, are healthy, with no malnutrition cases, undernutrition, overnutrition, or stunting; these facilities also provide child-friendly services. The house has access to drinking water and sanitation facilities. Smoke-free areas are available in public spaces.
  - c. *Family environments and alternative care*, including no underage marriages; there is a family consultant regarding childcare and upbringing; there are alternative care places/institutions; there are PAUD-HI services; and there is

a child-friendly playroom. This also implies that all children are required to attend school for a minimum of 12 years, with the provision of child-friendly schools and an accessible space for children's creativity.

- d. *Special protection* denotes the existence of services for children who are victims of violence and exploitation, including those affected by pornography, drugs, psychotropic substances, and addictive substances, as well as emergencies. It encompasses underserved children with disabilities, addresses cases involving children in conflict with the law, support children victimized by terrorism networks, and assists children facing stigmatization due to their parents' circumstances.

Tourism villages are rural areas turned into tourist destinations, utilizing local natural and cultural resources to benefit the community and promote regional potential (Putra et al., 2023). The development of tourist villages involves various aspects, including human resources, technology, facilities, and local government support (Putra et al., 2023). Tourist villages must contain 3 aspects, namely tourist attractions, amenities, and accessibility (Pratiwi et al., 2022; Rizal et al., 2023). High-quality tourist villages apply sustainable principles with the hope of benefiting the economic aspects of rural areas by leveraging the momentum of traditional customs, rural environmental culture, and rural economic development (Febrianto et al., 2022). One of the keys to success in developing tourist villages is the application of the principle of Community-Based Tourism (CBT). With CBT, the community is not only the beneficiary but also the main driver who has control over the management of local resources (Ramadhani, 2019a). This approach guarantees the local community's direct enjoyment of the economic benefits of tourism, all while preserving the sustainability of the local environment and culture (Nahar et al., 2024).

Aspects of tourism village to maintain sustainability (Yusuf et al., 2019) include: (1) tourist attractions: image, community goals, and capacity; (2) tourist destinations: location, target tourists, transportation, nearby facilities, and lodging; (3) environment: architecture, service, facilities, infrastructure, and resource use; (4) economics: local ownership, promotion, and training; and (5) social culture: involvement, participation, and monitoring/evaluation. Yusuf et al.'s (2019) research concludes all previously mentioned aspects of tourist villages. By integrating these aspects, the development of tourism villages not only aims to improve economic welfare but also maintain the sustainability of culture and ecosystems so that they are sustainable and provide long-term benefits for future generations.

This study employs both qualitative and quantitative research methodologies. The employed data collection methods were in-depth interviews and field observations. This document explains each technique.

1. In-depth interviews were performed with pertinent parties, specifically the Women's Empowerment and Child Protection Service. The acquired data pertains to the creation of child-friendly communities in Lamongan, along with numerous recommended localities.

2. Observations were conducted in designated villages by evaluating current circumstances with potential for tourism activities (indicators based on the tourism village above).
3. Questionnaires are utilized to evaluate the execution of established child-friendly villages, derived from the theoretical framework and the CFV criteria above.
4. We use score analysis to identify potential communities. Scoring evaluates each parameter to determine intensity (Afia, 2020). Scoring serves as an analytical tool for evaluating tourist communities and the requirements for child-friendly villages. We conduct scoring by assigning a score based on the following scale: 86-100 for excellent, 71-85 for satisfactory, 56-70 for fair, and below 55 for unsatisfactory. Once the scoring analysis is complete, we conduct the summation. We recognize the village with the greatest total score for tourism potential and the establishment of child-friendly initiatives as the representative village for child-friendly communities.

### 3. Result and Discussion

Lamongan instituted the child-friendly district policy in 2019 and established the child-friendly village indicators in 2020. The establishment of child-friendly villages in Lamongan commenced in 2021. The Women's Empowerment and Child Protection Service offers support, outreach, and gives directives about integrated community-based child protection in each village within the designated subdistrict. The Women's Empowerment and Child Protection Service has established a child-friendly village initiative in many sub-districts, including Babat, Sekaran, and Lamongan. The Women's Empowerment and Child Protection Service conducted socialization in three sub-districts, including potential villages like Surabayan in Sukodadi sub-district and Sidorejo in Deket sub-district. The Women's Empowerment and Child Protection Service has recommended the following villages: Kebalan Pelang, Kendal, Surabayan, Rencang Kencono, and Sidorejo. Below is a profile of each village.

1. Kebalanpelang Village, Babat District (D1).
2. Kendal Village, Sekaran Subdistrict (D2).
3. Surabayan village, Sukodadi sub-district (D3).
4. Rancang Kencono Village, Lamongan Subdistrict (D4).
5. Sidorejo Village, Deket Sub-District (D5).

The Women's Empowerment and Child Protection Service has recognized five communities that are conducive to children's welfare. The Women's Empowerment and Child Protection Service has recognized five communities that are conducive to children's well-being. We assess the parameters for tourism communities with a score methodology. We assign a score between 86-100 for excellent, 71-85 for satisfactory, 56-70 for fair, and below 55 for poor for each characteristic. We aggregate the scores for each criterion and compute the average to ascertain which village possesses the highest score.

**Table 1. Tourism Village Potential**

Village	Attractions Tourist	Destinati ons	Environ ment	Socio- Cultural	Politics	Average
Kebalan Pelang Babat	80	70	70	82	80	76,4
Kendal Sekaran Lamongan	90	70	80	90	90	84
Surabayan	70	70	70	80	80	74
Rencang Kencono	75	80	75	80	70	76
Sidorejo	75	80	75	80	70	76

(Source: Analysis, 2024)

**Table 2. Implementation of Child-Friendly Villages**

	D1	D2	D3	D4	D5
<b>INSTITUTIONAL STRENGTHENING</b>					
Village Regulations on Child Friendly Villages	80	90	70	60	60
Budget for the fulfillment of children's rights	70	90	80	70	70
Involvement of Community Institutions, the business world and the mass media in fulfilling children's rights	80	90	70	80	70
<b>CHILD RIGHTS CLUSTER</b>					
<b>Civil rights and freedoms</b>					
Percentage of children registered at birth	100	100	100	100	100
Children's Information Services	70	80	70	70	70
Children's Forum	70	80	60	60	60
<b>Family environment and alternative care</b>					
No child marriage	90	100	90	90	100
The existence of a consultation institution for families regarding child care and upbringing	80	80	60	70	70
The existence of alternative care places/institutions	70	80	70	70	70
The existence of Early Childhood Education - Holistic Integrative (PAUD-HI) services	60	90	90	70	70
There is a child-friendly play space	70	100	70	70	60
<b>Basic health and well-being</b>					
All give birth in health facilities	90	90	80	80	80
All children are healthy, there is no malnutrition, undernutrition, overnutrition, stunting	80	80	80	80	80
Feeding babies and children	80	80	80	80	80
Availability of health facilities with child-friendly services	80	80	80	80	80
Houses have access to drinking water & sanitation	90	90	85	85	85
Smoke-free areas are available in public spaces	70	70	70	70	70
<b>Education, leisure time and cultural activities</b>					
All children attend compulsory school for 12 years	90	100	90	90	90
The existence of child-friendly schools	70	70	70	70	70
There is a creative place for children that can be accessed by all children.	70	90	70	50	50
<b>Special protection</b>					
The existence of a service center for child victims of violence and exploitation	70	85	70	70	70
Children who are victims of pornography, narcotics, psychotropic and addictive substances, and emergencies are served	85	90	70	70	65
Underserved children with disabilities	75	80	60	60	78
Cases of children in conflict with the law have been resolved, children who are victims of terrorist networks, and children who are victims of stigmatization due to labeling related to their parents' conditions have been served.	80	80	80	80	80
<b>AMOUNT</b>	1870	2065	1815	1775	1778
<b>Average</b>	77,91	86,04	75,62	73,95	74,08

(Source: Analysis, 2024))

The results of the analysis show that Kendal Sekaran Lamongan Village received the highest average score with a score of 84, and Kebalan Pelang Babat Village ranked second with an average score of 76.4, and next in line were Rencang Kencono Village, Sidorejo Village, and Surabaya Village (table 1). The results of the implementation of Child-Friendly Villages evaluation indicate that Kendal Sekaran Lamongan Village attained the best score, succeeded by Kebalan Pelang Babat Village, while Rencang Kencono Village, Sidorejo Village, and Surabayan Village shared the third position (table 2). The evaluation involved scores for several elements of tourist villages and the execution of child-friendly villages, followed by summing the values of each element to conclude. The village with the highest rating is likely a "child-friendly" tourism destination. The cumulative results of each facet are enumerated below.

**Table 3. Conclusion of Scoring Analysis**

<b>Desa</b>	<b>Tourism Potential</b>	<b>CFV Implementation</b>	<b>Amount</b>	<b>Average</b>
Kebalan Pelang	76	77,916	153,916	76,958
Kendal Sekaran Lamongan	84	86,041	170,041	85,0205
Surabayan	74	75,625	149,625	74,8125
Rencang Kencono	76	73,9	149,9	74,95
Sidorejo	76	74	150	75

(Source: Analysis, 2024)

The analysis above concludes that Kendal Sekaran Lamongan village has achieved the highest score on tourism village potential and child-friendly village implementation due to its effective preparation and implementation of the "Child-Friendly Village" program (table 3). In terms of the criteria for tourist villages, Kendal has five criteria for tourist villages based on criteria in Yusuf et al. (2019), including

1. Tourist attractions: Kendal village has Mahogany Parks and Expression Parks as tourist attractions
2. Tourist destinations: Kendal bus on tour
3. Environment: Kendal village boasts public facilities like toilets, prayer rooms, and cafes.
4. Socio-cultural: Kendal has high community participation
5. Politics: several organizations collaborate with the village government to initiate tourist villages.

Despite Kendal Village satisfying these requirements, its development remains suboptimal. Consequently, the advancement of tourist settlements in Kendal needs additional research. Cognitive Behavioral Therapy (CBT) is a viable strategy, given the significant level of community participation in Kendal village. The community, as the principal force driving CBT, not only reaps advantages but also exerts control over the administration of local resources. This technique ensures that the local community can profit economically from tourism while maintaining the sustainability of the local environment and culture (Nahar et al., 2024; Ramadhani, 2019a).

This study's findings endorse the Child-Friendly Regency policy outlined in Lamongan Regent Regulation No. 45 of 2020. This study utilizes Kendal Sekaran as a model, offering a framework that other communities can implement to expedite the advancement of CFV indicators. The integration of child-friendly communities with thematic tourism could enhance the local economy by augmenting the tourist influx. Husni et al. (2023) observed that child-centric educational tourism can yield multiple advantages, specifically enhancing educational values and fostering economic growth. Kendal Sekaran possesses a distinctive allure for both local and international tourists, featuring activities tailored for children.

1. The integration of the Child-Friendly Village (CFV) program with thematic tourism in Kendal Sekaran not only promotes regional policy but also coincides with overarching sustainable development goals. We may employ many strategic methods to optimize the efficacy of this integration.
2. Enhancing the collaboration between tourism and child-friendly programs is essential. This entails the creation of tourism packages that emphasize child-friendly activities and facilities.
3. The community can establish public-private partnerships to get financing and expertise for infrastructure enhancements and program sustainability. Partnerships with educational institutions, tourism agencies, and child-oriented NGOs can facilitate the development of unique attractions and guarantee that all facilities comply with child safety and tourism standards.
4. Community engagement and empowerment must be central to the development process (Adnyana et al., 2015). Training local residents as tour guides, educators, and hospitality staff can enhance their economic participation while ensuring that tourism activities reflect and preserve the village's cultural identity (Bangsawan et al., 2021). Additionally, organizing regular forums to gather community feedback can help maintain alignment with both CFV and tourism objectives.
5. Leveraging digital platforms for promotion (Bachtiar & Bernanthos, 2024) and education can significantly expand the reach of Kendal Sekaran. Digital campaigns highlighting the village's child-friendly tourism features can target specific demographics. Meanwhile, integrating technology into the attractions—such as augmented reality (AR) tours or educational apps—can further enrich the visitor experience.

Through these efforts, Kendal Sekaran has the potential to not only elevate its status as a model village but also contribute significantly to Lamongan's vision of becoming a Child-Friendly Regency that prioritizes sustainable economic and social development. The importance of synergy between the Child-Friendly Village program and thematic tourism development to create an inclusive and sustainable village. With Kendal Sekaran as a model, Lamongan can be a pioneer in integrating these policies holistically, making a real contribution to the agenda of sustainable development and children's rights.



#### 4. Conclusion

Establishing "Child-Friendly" thematic tourism villages is crucial to encourage other villages to enhance the realization of children's rights. Lamongan Regency is dedicated to establishing a child-friendly village. The structure of a child-centric town encompasses comprehensive amenities for managing the needs of children from birth until the age of 12, which includes health services, educational institutions, security, and more. The "Child Friendly" initiative facilitates parents in accessing essential resources for their children, ensuring their healthy development and the realization of their rights. Several communities in Lamongan have been designated as child-friendly under the program administered by the Women's Empowerment and Child Protection Service. These encompass Kebalan Pelang village, Kendal village, Surabyan village, Rencang Kencono village, and Sidorejo village. The analysis indicates that Kendal Sekaran Lamongan village has effectively executed the child-friendly village program. The research findings indicate that several elements remain unexplored, including the detailed evaluation and identification of objects using SWOT analysis to discern the strengths and weaknesses of tourist locations, as evidenced in the studies by Pratiwi et al. (2022) and Rizal et al. (2023). The proposal for additional study involves the creation and construction of a "child-friendly" thematic tourist hamlet utilizing community-based tourism (CBT).

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