



## **The Influence of the Film "KKN Desa Penari" on Tourist Visit Interest in *Film-Induced Tourism* in Plunyon Kalikuning Destination, Sleman, Yogyakarta**

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**Abstract.** Film-induced tourism has emerged as a dynamic facet of the contemporary tourism landscape, leveraging the visual and cultural appeal portrayed in films to enhance the attractiveness of destinations. This study delves into the impact of the Indonesian horror film "KKN di Desa Penari" on tourist visitation in the picturesque Plunyon, Kalikuning, Cangkringan, and Sleman regions of Yogyakarta. The research methodology involves an exploration of the nexus between the film's scenes and tourists' destination choices. The study gauges the impact by analyzing tourists' interest in film locations and their expectations regarding the benefits of engaging in film-induced tourism. The research uses a mixed-methods approach, encompassing surveys, interviews, and data analysis to discern patterns in tourist behavior and motivations influenced by the film. Understanding the interplay between cinematic representation and tourist decision-making is crucial for the tourism and film industries. The findings aim to contribute insights into the dynamics of film-induced tourism, providing valuable information for stakeholders to optimize the potential of cinematic representations in attracting and retaining tourists in the captivating landscapes showcased in "KKN di Desa Penari."

**Keywords:** Horror, Film, KKN, Desa Penari, Tourist

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### **INTRODUCTION**

Tourism development in this era has been very diverse, one of which is the concept of *film-induced tourism*. This film-induced tourism enhances tourist destinations in filming venues by utilizing the potential of nature seen on screen, the culture of the filming location, and the experiences of film stars. The tourism industry is undergoing a transformation triggered by technological and artistic advancements emerging new tourism trends where tourists are motivated and inspired by movies. The established film industry country began to pioneer and manage this film-induced tourism by offering filmmaking venues as tourist destinations because of the characteristics inherent in its films (Karyadi, 2015).

In Indonesia, the concept of *film-induced tourism* is very prospective, considering the country's large number of film productions and the variety of natural and cultural beauty in this country. This concept is very effective in increasing the existence of destinations and the number of tourist visits. Indonesian cinema is rising with the quantity and quality of films that continue to increase. Using a setting that utilizes the natural potential of Indonesia, cinema can increase the attraction of visits to filming locations. One of the Indonesian films that recently aired and became phenomenal is "KKN di Desa Penari." In the film "KKN di Desa Penari," several scenes are in Yogyakarta, precisely in the tourist destination areas of Plunyon, Kalikuning, Cangkringan, and Sleman Regency.

The film "KKN di Desa Penari" has been named the highest-grossing Indonesian horror film of all time because it grabs the public's attention. The inspiration for this film was taken from a true story experienced by a group of students doing KKN in a village. The story was shared via the social media app Twitter as a *thread* by @SimpleMan account and went *viral* in 2019. Because of *his virality*, director Awi Suryadi wanted to *produce* the *thread* into a film. The film was produced from 2019-2020, before the Covid-19 pandemic. Currently, the KKN film in Desa Penari has been watched by more than 9 million viewers. Several scenes in the KKN film Dancer Village were performed on the iconic bridge of Plunyon village, located in the tourist destination Plunyon Kalikuning, Sleman, Yogyakarta.

The study developed a hypothesis that the film "KKN di Desa Penari" influences tourist interest in *film-induced tourism* in the tourist destination of Plunyon, Kalikuning Cangkringan Sleman. The aim is to identify that the location in the film scene affects the decision of tourists to determine tourist destinations and reveals the influence of the film "KKN di Desa Penari" on tourist visit interest. The influence was revealed based on interest in film locations and expectations of the benefits of *film-induced tourism*.

## LITERATURE

According to Beeton (2005: 11), *film-induced* tourism has a broad meaning as visits to filmmaking sites and TV shows, tours of production studios, or amusement parks related to film. The film "The Mutiny on the Bounty" (1935) was the beginning of the development of film tourism as *film-induced tourism* (Horigan, 2019; Vagionis & Loumioti, 2011). Films set in ports and beaches in Tahiti, France, became an area known and visited by many people (Bee in Roesch, 2009). Film tourism aims to increase the

cultural value of the filming location and make the film a reference for marketing tourist destinations. (Gjorgievski & Trpkova, 2011) The film tourism concept needs *place/nature*, *performance/culture*, and *personality/film stars*.

The film "Laskar Pelangi" (2008), with a shooting location in Bangka Belitung, began the familiar phenomenon of *film-induced tourism* in Indonesia. Many people visited Bangka Belitung after the release of the film "Laskar Pelangi." Indonesia is rich in natural potential, cultural potential, and the potential of movie stars—the phenomenon of film tour packages by tour operators through online offers coloring the behavior of Indonesian tourists. Previously, *film-induced* tourism had also impacted Yogyakarta tourism and Borobudur Temple through the film "Bing Slamet Busy," released in 1973. The film, directed by Hasmanan, successfully gained popularity in Indonesian society and successfully introduced Prambanan Temple and Yogyakarta Palace as tourist destinations.

Peiper (in Karyadi, 2015), tourist behavior contains the view that traveling is to be happy, see new locations, and see new friends, an opportunity to carry out ideas in mind as self-expression in seeking pleasure according to one's perception. The behavioral theory of subjective things determines the understanding to behave and act (Ajzen, 1988); further (Skinner, 1976), behavior is a person's response to sensory stimuli from outside. There are two kinds of behavior, namely closed and open. Closed behaviors, such as thinking, pondering, or considering those that are invisible to others, and open behaviors, are behaviors that are manifest in the form of actions. The process that occurs has expectations, motivated, perceived, and aroused interest in action.

The potential of film audiences as tourists in *film-induced tourism* occurs because film audiences get enough information about the location where the film was produced after watching the film. The phenomenon of national filmmaking utilizes unique locations throughout Indonesia, ranging from its natural potential to its cultural potential. At this time, film as the primary reference for film tourism is available through the internet, which is *up to date*, simultaneously with global reach. The opportunity to offer potential film tourism is wide open. Testimonials can be seen, such as testimonials of tourists who have visited Belitung, the location of the film "Laskar Pelangi", Semeru the location of the film "5 cm", Bromo location of the film "Pasir Whisper", Sumbawa from the film "Serdadu Kumbang," and Bali on the location of the film "Eat Pray to Love."

All locations mentioned above are spread throughout Indonesia (Karyadi, 2015). Then whether the film "KKN di Desa Penari," which has attracted the attention of 9

million viewers, can also have an influence on tourist visit interest as *film-induced tourism* in the tourist destination Plunyon Kalikuning as a natural tourist destination located on the slopes of Mount Merapi, Padukuhan Kedungsriti, Umbulharjo Village, Sleman Regency, Yogyakarta. In order to answer the formulation of the problem, the compiler conducted field research and in-depth interviews with the Chairman of the Kalikuning Park Sejahtera Service Cooperative, who is also the Chairman of the Kalikuning Plunyon destination management.

## **METHOD**

The research methodology involves an exploration of the nexus between the film's scenes and tourists' destination choices. The study gauges the impact by analyzing tourists' interest in film locations and their expectations regarding the benefits of engaging in film-induced tourism. The research uses a mixed-methods approach, encompassing surveys, interviews, and data analysis to discern patterns in tourist behavior and motivations influenced by the film. Understanding the interplay between cinematic representation and tourist decision-making is crucial for the tourism and film industries. The findings aim to contribute insights into the dynamics of film-induced tourism, providing valuable information for stakeholders to optimize the potential of cinematic representations in attracting and retaining tourists in the captivating landscapes showcased in "KKN di Desa Penari".

## **DISCUSSION**

Plunyon Kalikuning is located in the area/city of Kedungsriti, Umbulharjo, Cangkringan, Sleman, and Yogyakarta. Plunyon Kalikuning is a destination in the form of a park on the banks of the Yellow River, which has an iconic bridge and is equipped with a panorama of green hills against the background of the majestic Mount Merapi. In 1982, the iconic pinyon bridge began to be built, which aims to be an irrigation bridge for the local community. In 2001, Plunyon Kalikuning began to be managed as a tourist destination by presenting natural tourist attractions. Plunyon Kalikuning is a tourist destination in the Mount Merapi National Park (TNGM).

This tourist destination offers attractions of natural beauty. Plunyon Kalikuning is managed by Koperasi Jasa Kalikuning Park Sejahtera, which was initially a Kalikuning Park community empowerment group formed by TNGM in 2015. This destination became the shooting location or scene shooting in the KKN Desa Penari film in 2019, which was released on April 30, 2022. The film "KKN di Desa Penari" became the highest-grossing

Indonesian film of all time, beating the film "Warkop DKI Reborn," which previously held the record with 9 million tickets sold.

This film adapts a story that had *gone viral* on social media Twitter after being uploaded by @SimpleMan account on his Twitter account in 2019. It tells the story of a group of students carrying out KKN in a village but finding a scary, lousy incident in the village. The story became phenomenal for a moment, so director Awi Suryadi was interested in adapting the story into a film. The film "KKN di Desa Penari" was released on April 30, 2022, after experiencing delays due to the closure of cinemas due to the Covid-19 pandemic. The film's success had a good impact on the cast, director, and location of *the film's shooting*.

### **Impact of Desa Penari KKN Film**

The field of art, including cinema, often impacts the parts that play a role in it, ranging from the actors/actresses and directors to the location where the *shooting* process is carried out. The existence of a variety of different film genres makes filmmakers have to adjust *the shooting* location to the genre raised. An exciting or memorable shooting location will not infrequently motivate the audience to visit the place. One of the successes achieved by the KKN Desa Penari film significantly impacts the number of visits to natural tourism destinations in the Mount Merapi National Park (TNGM) area, precisely in the Plunyon Kalikuning area.

Through an interview that the compiler conducted, the Chairman of the Kalikuning Park Sejahtera Service Cooperative, Mr. Eko Budiarto, who is the managing Chairman of Plunyon Kalikuning, revealed that the horror film directed by Awi Suryadi had a considerable positive impact, including:

1. Increasing Number of Visitors

Apart from the acting of the actors/actresses and the storyline, one of the locations where this film was produced also attracted the public's attention. *The viral "KKN di Desa Penari" in Indonesia caused many viewers of this film to be interested in visiting Plunyon, where the film was shot.* The enthusiasm of visitors and some community groups even caused Plunyon to have a new name, "KKN Bridge." Before this film was released, Plunyon was not a tourist destination that attracted many visitors and was relatively quiet. This destination is usually visited by visitors from groups of cyclists on weekends.

Plunyon and other TNGM attractions closed for approximately two years due to the pandemic and only reopened in May 2022. The reopening of TNGM received an

outstanding response from tourists, and the Kalikuning Plunyon Bridge became the destination in this region that received the most significant impact. This is because the reopening time after closing due to the pandemic is quite close to the release date of the film "KKN di Desa Penari," which has won the attention of many parties since the beginning. According to the manager, now most visitors come from teenagers, whereas previously, visitors usually only came from groups of cyclists or *lava tour* groups who were transiting at the location.

The highest number of visitors recorded was on Sunday, May 22, 2022, which was 1025, which at first only reached 100 visitors per day. Also, on Saturday, May 28, 2022, the number of return visits increased to 1300 visitors. From these data, the increase in the number of visitors in Plunyon Kalikuning usually occurs on weekends.

## 2. Impact on Local Communities

The increasing number of tourist visits to the Plunyon Kalikuning destination also positively impacts the local community, especially in the economic sector. Residents of Kedungsriti Hamlet take advantage of the emergence of business opportunities among crowded visitors. The local community took the initiative to open stalls and parking lots around this natural tourist destination. This can increase the local community's economic income and quality of life because the local community manages the new stalls and parking lots independently of the Kedungsriti community.

## 3. Impact on Destination

Increasing the number of visits significantly, of course, will have implications for destination income. In addition, due to limited trash cans in these destinations, tourist waste is a new problem that must be resolved immediately. Still, more facilities are needed when many tourists come. Limited toilet facilities and small prayer rooms also make it difficult for crowded tourists to use them. The absence of a sheltered area also makes tourists crowd in the registration area for shelter when it rains.

### **Manager Response**

The increasing number of destination visits which is currently known as the "KKN Bridge" has caused the manager to plan several developments and improvements in the quality of facilities such as the following:

#### 1. Improvement of infrastructure facilities

The manager does this by improving supporting infrastructure, such as increasing the number of toilets and repairing prayer rooms. Revamping bridges and play areas was also done in the Plunyon Area, Kalikuning. This is done to add comfort for tourists when visiting Plunyon.

## 2. Construction of supporting facilities

Plunyon, as a natural tourist destination, has yet to have a shady area for tourists. As a result, there is a problem when the rain comes in the form of piling up tourists in the registration area to shade. The small registration area makes many tourists unable to accommodate correctly, resulting in some tourists being exposed to rain. This causes the realization of visitor comfort, so the manager responds by planning the construction of shady areas while maintaining this natural tourist area. The shady area is planned to have a design that blends with nature because the main attraction of Plunyon is its natural beauty in the form of green hills and terraced rivers. It is intended to maintain the natural attractions of Plunyon itself.

## 3. Addition of tourist attractions

As a natural tourist destination that sells its natural landscape, Plunyon is now adding tourist attractions, including procuring electric scooters. Tourists can rent a *scooter* and use it to get around the tourist area of Plunyon Kalikuning. This new tourist attraction, in the form of scooter service rental, is a destination response from the crowds of visitors. This is done to attract tourists who come to Plunyon, Kalikuning.

## 4. Integrating destinations with lava tours

The Plunyon destination is also integrated with *the lava tour* package. Tourists who come to Kaliurang to try *lava tour* tours can visit this KKN Bridge by choosing a tour package where one of the destinations is Plunyon.

## 5. Integrated waste management

The crowds of visitors also increase the amount of waste produced, but this does not cause a buildup of waste in Plunyon because the management always carries out cleaning and supervision, and there is a collaboration with the local TPU for the transportation of waste, which is carried out twice a week.

## CONCLUSION

One of the many films that had an impact on the location of the shooting was a horror film titled *KKN di Desa Penari*, which aired on April 30, 2022. This film was named the highest-grossing Indonesian film of all time, with audience tickets sold reaching 9 million viewers. This has a considerable impact on the tourist destination Plunyon Kalikuning Yogyakarta, which is one of the locations of the film's scenes. After the film's release, Plunyon Kalikuning experienced a considerable increase in the number of visitors

and gained a new nickname, "KKN Bridge," so that this bridge is more familiar to the public.

The increase in visitors to this destination is also seen as an opportunity by the local community in Kedungsriti Hamlet. This is proven by the emergence of parking lots and small stalls around the destination that are managed independently by the community. This increase was also responded to well by the manager with a plan to develop and improve the quality of facilities by improving infrastructure, building supporting facilities, adding tourist attractions, integrating Plunyon with *lava tour* packages, and integrating waste management.

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