

## Mural Design as a Tourist Attraction in Blekok Rancabayawak Village

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### Abstract

The focus of this research is Kampung Blekok Rancabayawak with the aim of exploring the potential of the village and empowering the local community, providing an understanding of the role of design, especially designs in the form of murals, to the people of Kampung Blekok Rancabayawak, as well as inviting the community to participate in the process of designing mural designs that are in line with their expectations and potential of Blekok Rancabayawak Village as a tourist attraction. The research method used is Participatory Action Research (PAR) in which the researcher acts as a facilitator in realizing the goals that have been set. It is hoped that this research can increase understanding and knowledge regarding mural design and make a positive contribution to the development and preservation of potential in Blekok Rancabayawak Village.

**Keywords:** Mural, Village Tourism, Participatory Action Research (PAR)

### 1. Introduction

Murals can now be found in many strategic places such as public spaces and have a function as a media for communicates a message (Endriawan et al., 2017). Apart from communicates messages, attractive mural designs can also be used as information media, promotional media, campaign media, and informative educational media (Utami & Dewi, 2021). According to Althaf (Kusumaningrum & Pramesti, 2022) murals can also function as a medium for education about the culture in an area. Mural designs in public spaces such as tourist attractions usually have a conceptual meaning that depends on the message to be conveyed, the characteristics of the mural, the activities and functions carried out at the tourist attraction. Murals can function as promotional media to increase the attractiveness of public spaces and tourist attractions (Moeslim & Ayuswantana, 2023). In this case, murals can be used to increase the tourist attraction of Blekok Rancabayawak Village. Murals are paintings painted on walls. The wall media used to paint murals is usually medium to large in size (Trihanondo & Endriawan, 2018).

Kampung Blekok Rancabayawak is one of the tourist villages located in Rancabayawak RW. 02, Cisaranten Kidul, Kec. Gedebage, Bandung City, West Java. The village is

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also a home for predatory water birds such as Blekok and Heron. The birds are nesting

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an area of land ±2 ha and there are 78 heads of families living in the village. Blekok Rancabayawak Village has potential as a tourist destination because of its location close to Bandung Teknopolis. However, Blekok Rancabayawak Village is still unknown and unknown to the public due to the lack of attractions to attract the attention of visitors. Therefore, there is a need for arrangements and media to increase the attractiveness of Blekok Rancabayawak Village. The mural design was chosen as an effort to increase tourist attraction by creating paintings based on the potential that exists in Blekok Rancabyawak Village.

The introduction section explains the background to the problem, the literature study and the research objectives. The first few paragraphs of the introduction describe the problem and the background to the problem. The last paragraph of the introduction contains a description of the research objectives.

## 2. Method

This research uses a qualitative method with a Participatory Action Research (PAR) approach. PAR is a research method carried out in a participatory manner among community members in a community with the aim of encouraging activities to change living conditions for the better (Tampubolon, 2013). PAR can be said to be a learning process system because in its implementation there is a process of using critical intelligence through discussions and the process of developing it, so that it can influence social change. In the learning process system, all members of the community participate in achieving change by working together and taking responsibility for the planned desired actions (Adji, 2002). In this research, the author collected data through group discussions, interviews and observations conducted in Blekok Rancabayawak Village. The PAR was carried out to explore information about the potential of Blekok Rancabayawak Village and to invite the village community to be involved in designing mural designs as an attraction for Blekok Rancabayawak Village. In this research, data collection techniques are obtained through primary data sourced from obesrvations, interviews and focus group discussion (FGD), while secondary data is sourced from literature studies.

### 1.1 *Methods of Data Collecting*

According to Abdullah in (Putri, 2021), qualitative research is delivered with descriptive words, not with numbers. In this study, the data analysis method used is the three stages of data analysis of the Miles and Huberman model, namely as follows:

#### 1. *Data Reduction*

At this stage, data reduction is carried out or summarizing and selecting data that has been obtained from Blekok Rancabayawak Village.

#### 2. *Data Presentation*

At this stage, sufficient data and information is collected to present the data based on the theory and data information that has been obtained previously.

#### 3. *Conclusion*

This stage is drawing conclusions from the data that has been collected. Data and information at this stage must be valid and consistent.

### 3. Result and Discussion

Based on the results of the data that has been collected, Blekok Rancabayawak Village has several potentials that can be developed into a tourist attraction. The potential is in the form of culinary and cultural arts. Blekok Rancabayawak Village has typical culinary delights such as pais ikan kurusuk, cobek cau manggala, opor cau jantung and telur asin. In its arts, Kampung Blekok Rancabayawak has the arts of tari dogdog abah, pencak silat, jaipongan and has a traditional musical instrument, namely the dogdog musical instrument. However, this potential cannot be developed by the community because of limited facilities and the absence of shelter to help develop it. The people of Blekok Rancabayawak Village want a mural that is educative and informative. Blekok Rancabayawak Village also has a unique feature, which is the view of the morning sky when the sun begins to rise (sunrise) at 05.00 - 07.00 WIB birds will fly to carry out feeding activities and at sunset 16.30 - 18.00 WIB birds will fly back above Blekok Rancabayawak Village to return to the bamboo clumps after looking for food.

By using a simple design style and highlighting the natural theme and potential that exists in Blekok Rancabayawak Village in designing the mural design, it is hoped that it can increase the tourist attraction of Blekok Rancabayawak Village as well as educate and provide information about Blekok Rancabayawak Village to the public and visiting visitors. In the design of this mural design, the dominant symbol elements will be used are blekok bird, bamboo grove, dogdog traditional musical instrument which the symbol element is the potential of the rancabayawak blekok village. For the colors that will be used are bright colors and will dominantly use colors such as green, yellow and orange, the colors is used to enhance the atmosphere and attractiveness of Kampung Blekok Rancabayawak.

#### 3.1. Mural Illustration



Figure 1. Mural Illustration.

#### 3.2. Illustrastion Mockup

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Figure 2. Mockup Mural Illustration.

The mural design above illustrates the characteristics of Kampung Blekok Rancabayawak which consists of Blekok birds as the icon of Kampung Blekok Rancabayawak, bamboo clumps as a place for blekok birds to live, residential houses, traditional musical instruments (dogdog), visitors taking pictures, and the sun which describes the scenery of Kampung Blekok Rancabayawak during the timing of birds flying.

Using bright colors such as orange, yellow, green which illustrate the colors of the characteristics of Kampung Blekok Rancabayawak and illustrate the sunset, blekok birds, leaves, and bamboo trees which are all characteristic of Kampung Blekok Rancabyawak in the afternoon around 17.00 - 18.00 WIB when the sun sets and the birds return to the bamboo clumps.

#### 4. Conclusion

Murals are a painting that is painted on the wall with medium to large size. murals can be used as a medium to convey messages, educational information media, and promotional media to increase the attractiveness of tourist attractions. murals are used as an effort to increase tourist attractiveness in Kampung Blekok Rancabayawak. by doing design and ideas together with the community, the mural design is designed in the form of a mural design that illustrates the characteristics and potential of the village of blekok rancabayawak.

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