

INTERPRETATION PROGRAM PLANNING AS AN EFFORT TO SUPPORT ECOTOURISM ACTIVITIES AT THE WONOCOLO *TEKSAS GEOSITE*, BOJONEGORO REGENCY

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ABSTRACT

Geosite Wonocolo Texas is an icon of the Bojonegoro National Geopark, the shallowest traditional oil mine in the world. The purpose of this study was to determine the elements of tourist attractions, determine the characteristics, perceptions, and readiness of the community, determine the characteristics, perceptions, and readiness of managers, determine the characteristics, perceptions, motivations, and preferences of visitors, and determine the interpretation program. This study uses a Mixed Method. In this study, the data analysis used is descriptive qualitative and descriptive quantitative. Data analysis with a qualitative descriptive method is a way of describing data not in the form of numbers but based on comprehensive information obtained in the field and describing the data. This analysis is used to describe the general conditions of the place where the research activities are carried out and the elements of tourist attractions consisting of tourist attractions, accessibility, and amenities. The results of the identification and analysis of the community, managers, and visitors are used as a reference in the interpretation program planning process. The design of the interpretation program planning is in the form of an activity program, interpretation flow, interpretation facilities and infrastructure, and interpretation narratives.

KEYWORDS

Planning, Interpretation, Ecotourism, Geosite



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INTRODUCTION

Tourism is considered a sector that plays an important role in efforts to increase income. Tourist areas are considered an important sector in a region's income. Each tourist area has various offers (*supply*) that are deliberately provided to attract tourists. This offer is in the form of physical and biotic natural resources in the area. Offers in an area are

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considered very important because they are directly related to the satisfaction of tourists. Tourism is the whole of related elements such as tourists, tourist destinations, travel, industry, and so on (Murphy, 2013).

Ecotourism is a tourism activity that utilizes the natural environment as the main attraction and attraction for tourists. The principles of ecotourism consist of *nature-based, ecologically sustainable, environmentally educative, local community, and ecotourist-based* (Avenzora, 2013). The principles of ecotourism and sustainable tourism certainly have the same goal where all resources in an area are preserved in their authenticity, and the community plays an active role in it. Ecotourism is also defined as a concept of creating and satisfying a desire for nature, exploiting the potential of tourism for conservation and development, and preventing its negative impact on ecology, culture, and beauty (Western 1995 in Avenzora 2008:14). Ecotourism activities must consider four important aspects, namely small groups in their activities, the value of their livelihood, supervision in terms of sustainability and educational standards that must be given to tourists (Dávid, 2011). Explained that regional education is contained in interpretation. Interpretation is defined as a mission based on a communication process that forms an emotional and intellectual connection between the listener's interest and the inherent intention of the resources in the region (Jurin et al., 2010).

Ecotourism has an important role in the environment, which is used as a tourism destination. In line with the concept of sustainable tourism, which is an interaction of the sustainable concept of the natural, economic, and socio-cultural environment with the main principles, namely minimizing the negative impact of development on the natural, economic, and socio-cultural environment, increasing all stakeholders on environmental issues, encouraging the creation of direct benefits of development to conservation efforts, encouraging development towards economic benefits and empowerment community and give appreciation to local culture and local wisdom (Wiranatha et al., 2024).

The Wonocolo Teksas Geosite is one of the geosites in the *Bojonegoro* Geopark area. *The Wonocolo Teksas Geosite* has several tourist attractions, such as the Traditional Oil Well, Halfway House (Petroleum Museum), Angguk Well, Observation Tower, Qiqik Cave, English Cave, and Wonocolo Village specialties. In this case, the development of *the Wonocolo Teksas Geosite* is directed at the concept of ecotourism, which aims to ensure that the quality of the environment used as a tourist attraction is not damaged and the negative impacts that occur around the area can be controlled.

Traveling or recreation has become a *trend* where all people are looking for activities to enjoy their *leisure time* (Tribe, 2020). One of the tourist destinations that has recently begun to flourish and is popular with many people is tourism based on education and culture. Through tourism activities that are packed with educational elements, tourists are expected not only to have fun but also to get inspiration and broad insights.

To fulfill the wishes of these prospective tourists, it is very clear that something is needed that can bridge or connect the resources in the Wonocolo Teksas Geosite with tourists who come to the area. Broadly speaking, interpretation is one way to convey information in an area correctly to prospective tourists. Interpretation is the first hand to give tourists a new experience (Tribe, 2020).

Making an interpretation program must consider the quality of *supply* felt by tourists who are doing activities. Interpretation is closely related to *the supply* in the region. The existing supply certainly has its quality for tourists who come. Interpretation must be supported by a qualified program. The program must support social and cultural problems that exist in the community; existing concepts must be carried out by the local community, the existence of long-term programs, and also capacity building for local communities (Bremner & Bowman, 2020). On the other hand, a phenomenon that is happening in society can be used as an interpretation material; phenomena that occur both socio-cultural and natural can be a new experience for tourists (Nurlena et al., 2021). Interpretation is urgently needed at the *Wonocolo Teksas Geosite* so that tourists who come understand that the surrounding environment must be preserved in its authenticity, and the bonus is education related to the traditional oil mining process, which can even be told back to their colleagues.

A supportive atmosphere to meet the desires of tourists can be formed by planning something (sites, programs, or paths) that allows tourists to learn all the information in the area to experience, and its nature can bring out the emotional sense of tourists who come. This is very necessary so that tourists are directed to the existing tourism potential and obtain the expected goals from tourism activities (Lozano-Oyola et al., 2012).

This study uses the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach to analyze the relationship between compensation stress and employee retention. This approach offers the advantage of testing the complex relationship between variables that influence each other, which has not been widely used in research related to compensation and retention in the insurance company sector. Thus, the results of the analysis in this study offer a new model for understanding the mechanism of the influence of compensation stress on employee retention.

According to research that has been conducted by (Junianti et al., 2016), Environmental Interpretation in Ijen Crater Nature Tourism Park The environmental interpretation planned at TWA Ijen Crater is aimed at planning routes, facilities, and the preparation of interpretation programs that can provide meaning, meaning, and understanding as well as satisfaction for tourists about the existence and important value of a resource and community group in an area. The forms of application of environmental interpretation include: a) Ecologically, environmental interpretation activities will minimize the negative impacts caused by tourism activities so that the area's sustainability will be maintained sustainably. b) Educationally, environmental interpretation activities will increase knowledge, understanding, awareness, and fun and quality experiences for tourists. c) Increase in objects of attraction that can be offered to tourists. d) Providing maximum satisfaction to tourists after visiting the TWA Crater Ijen area. e) Through the preparation of an interpretation program, it can support ecotourism activities in the Ijen Crater TWA. f) Increase the number of visits to TWA Ijen Crater, both foreign tourists and local tourists.

Research activities at the Wonocolo Teksas Geosite have several objectives related to interpretation program planning. The objectives are;

1. To find out the elements of tourist attractions at *the Wonocolo Teksas Geosite*, Bojonegoro Regency.
2. To find out the characteristics, perceptions, and readiness of the community.
3. To find out the characteristics, perceptions, and readiness of the manager.
4. To find out the characteristics, perceptions, motivations, and preferences of visitors.
5. To find out the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency

The benefits of these research activities are academic, the results of this research are expected to be useful as one of the materials that can support the development of science in the field of Tourism, especially the application of the concept of Ecotourism in an area and can also be used as a reference for readers.

Practically, the results of this research are expected to be a contribution that can be useful as consideration, input, and formulation of thoughts for stakeholders at the *Wonocolo Teksas Geosite*.

RESEARCH METHOD

Type of Research

This study uses the mixed *method* or mixed method, where the study uses a qualitative and quantitative method approach (Creswell, 2011). Stated that adding qualitative information to quantitative data aims to enrich the data and better understand the social phenomena being studied. Qualitative methods and quantitative methods have their advantages and disadvantages therefore, using both methods will complete the overall data in the research (Yuliana et al., 2019)

From this presentation, it can be concluded that this research is a *mixed method*. The first stage of this study is qualitative, where the elements of tourist objects in *the Wonocolo Teksas Geosite* that have been inventoried will be described first. The elements of tourist objects that will be described are tourist attractions, accessibility, and amenities. The variable was taken from the Spillane theory. Furthermore, after the elements of tourist objects in the *Wonocolo Teksas Geosite* are identified, these variables are used as keywords for indicators in the questionnaire for visitors.

The second stage, this stage uses a quantitative method. The variables taken are data on the community, managers, and visitors. Community and manager data consisting of characteristics, perceptions, and readiness, as well as visitor data consisting of characteristics, perceptions, motivations, and preferences, indicators will be analyzed using the Avenzora (2008) method through assessment using a Likert scale of 1-7.

Location and Time

The research was carried out at the *Wonocolo Teksas Geosite*, Bojonegoro Regency, from May 1 to July 30, 2019. The selection of the location is based on consideration of potential and existing problems. Administratively, the *Wonocolo Teksas Geosite* is included in the *Bojonegoro National Geopark* area.

Population

The population in this study is all tourism actors, both the community, managers consisting of various *stakeholders*, and visitors.

Sample

This study consisted of data related to managers with a total of 15 respondents divided into five people from the Bojonegoro Regency Culture and Tourism Office, five people from the Bojonegoro National Geopark Management Team, and five people from the Pokdarwis TTM (Teksas Tour Management). Data related to the community with a total of 30 respondents divided into 15 people from Wonocolo Village and 15 people from Hargomulyo Village. The division of community respondents is based on the village area, where there is a traditional oil mining area as the main attraction. Meanwhile, data related to visitors with the number of respondents is 30 people, which is divided into 10 people's *actual demand*, ten *potential demand*, and 10 *latent demand* people based on *demand theory*. The determination of the number of respondents was based on the minimum number of samples for correlational research (Loosveldt, 2012a).

Data Collection Techniques

Observasi

These observations have been made systematically about what will be observed as well as the place and time of observation. Observations were carried out to identify the data on the potential ecotourism at the *Wonocolo Teksas Geosite*. In this study, the author observes and collects the necessary information and data directly at the *Wonocolo Teksas Geosite*.

Interview

Interview is the process of obtaining information for research purposes using questions and answers, while face-to-face between the interviewer as the questioner or questioner and the interviewee (Loosveldt, 2012b). In this study, interviews were conducted with the community, managers, and tourists.

Documentation

According to (Wibowo, 2018), documents can be in the form of writings, drawings, or monumental works of a person. The documents obtained in this research are from related parties and various literature relevant to the research, namely books, research journals, theses, and the internet, as well as photo documents or images, which are then presented in the form of graphs and narratives.

Survey

The survey technique was carried out by giving questions and statements in writing to the resource persons (Sugiyono, 2013). Qualitative data from the questionnaire will then be processed into quantitative data. The questionnaire used is presented in a closed-ended form, namely by providing answer options for each question/statement submitted in the

questionnaire sheet. In this study, questionnaires were distributed to the community, managers, and tourists.

Literature Studies

Literature studies are conducted by collecting data through several books or other sources related to the problem and research objectives.

Data Source

The types of data used are primary and secondary data. Primary data is obtained from direct observation in the field, while secondary data is obtained from previously published data. To obtain this data, informants and sources of information are needed.

Data Analysis

Data analysis is a step to process research results in the form of reports. Qualitative research data analysis is carried out simultaneously with the implementation of data collection (Arikunto, 2010). In this study, the data analysis used is qualitative descriptive and quantitative descriptive. Data analysis with qualitative descriptive methods is a way of describing data not in the form of numbers but based on comprehensive information obtained in the field and describing the data. This analysis is used to describe the general conditions of the place where the research activities are carried out and the elements of tourist objects consisting of tourist attractions, accessibility, and amenities.

RESULT AND DISCUSSION

Problem Description

Bojonegoro is one of the areas that has just been designated by the National Geological Agency as a National *Geopark* area. The Bojonegoro National Geopark has a unique theme when compared to other *geoparks* in Indonesia, namely the Petroleum Expanse. This is one of the attractions of tourist visits in Bojonegoro.

One of the *sites* that has become an icon of the *Bojonegoro National Geopark* is the Wonocolo Teksas *Geosite*. The world's shallowest traditional oil mine, which has existed since 1883, is the first petroleum-themed geotourism concept in Indonesia. The majority of people around the Wonocolo Teksas Geosite meet their living needs by working as oil miners, thus making petroleum exploration increase. The concept of *geoparks* through ecotourism activities is expected to be one of the strategic steps in efforts to conserve natural resources and can change people's lifestyles to not depend on the profession of oil miners.

Tourism is considered a sector that plays an important role in improving the community's economy and is a promising future sector. The phenomenon that is happening today is that tourism has become a lifestyle of the world community. *The current trend of tourist travel is not only visiting tourist attractions and looking for fun, but tourists need a different ambiance, service-based tourism, and knowledge-based tourism.*

The Wonocolo Teksas Geosite is an icon of the Bojonegoro National Geopark, which has unique tourism resources to be developed and become a destination tourist object for tourists, it is important to have a design concept in the form of services offered to be able to meet the needs of tourists based on relevant tourist travel trends.

Elements of Tourism Objects

According to Spillane (Rice & Dregs, n.d.) the success of a tourist attraction until the achievement of the tourism industry is highly dependent on the three A's (3A), namely attractions, *accessibility*, and amenities.

The success of a tourist attraction relies on three key factors: attractions, accessibility, and amenities (3A). At the Wonocolo Teksas Geosite, visitors can explore the traditional oil mining process, which has been in operation since 1883. This includes seeing traditional techniques like using teak wood rigs and diesel engines to extract crude oil. Another unique feature is the Angguk Well, a petroleum pump left by the Dutch that still functions and is a tourist attraction due to its nodding motion.

Additionally, visitors can enjoy offroad adventures through the hilly terrain with Jeep or dirt bike rides, experiencing different trail levels and the surrounding community.

Culinary delights like Nasi Gulung, a local dish, are also part of the experience, with historical significance tied to traditional miners.

Kampung Tumo offers a "City Flavor Village" concept where tourists can camp and interact with the community. The Wonocolo Petroleum Geoheritage Museum, inaugurated in 2016, provides information on the history and operations of the oil mines, housed in a historically significant building.

Accessibility

Tourism activities depend a lot on transportation and communication because distance and time factors greatly affect a person's desire to travel for tourism. An important element in accessibility is transportation, namely the frequency of its use the speed it has can result in distances as if it is close. In addition to transportation-related accessibility are infrastructure such as roads, bridges, terminals, stations, and airports. Infrastructure also functions to connect one place with another.

Land transportation in Bojonegoro Regency has developed rapidly. Starting from many bus transportation routes to Jakarta and several areas in West Java PP, Bojonegoro-Denpasar PP, and so on. In addition, the number of bus and travel fleets to Surabaya, Malang, several areas in Central Jawa, and Yogyakarta has also begun to increase.

Table 1 Public Transportation Routes

No.	Description	2008	2009	2010	2011	2012
Inter-Provincial (in the hands of the Central Government)						
1.	Bus	75	86	86	82	86
	Travel	-	-	-	30	55
Inter-Regency within Province (Handled by Provincial Administrators)						
2.	Bus	362	279	279	279	279
	MPU	170	170	170	86	83
Inter-District within the Regency						
	Bus	78	77	77	77	77
	MPU	23	35	35	35	35
3.	City Transportation and Village Transportation	110	110	110	109	220
	Others (Black Plate Vehicles)	29	29	-	-	0
4.	Terminal	3	6	7	8	9
	Sub Terminal	2	3	8	12	16

Source : Dishub LLAJ Bojonegoro Regency

In addition to buses, land transportation that is developing in Bojonegoro Regency is trains. Bojonegoro Station is one of the major stations on the northern line of the Surabaya-Jakarta railway and vice versa. In addition to trains with the Surabaya-Jakarta PP route, Bojonegoro Station is also passed by trains with the destination of Surabaya-Semarang PP, as well as Surabaya-Bojonegoro PP.

The Wonocolo Teksas Geosite is located in Kedewan District, which is a sub-district at the western end of Bojonegoro Regency. *The Wonocolo Teksas Geosite* is ± 60 Km from the center of Bojonegoro. Accessibility to the Wonocolo Teksas Geosite can be reached by using bus transportation on the Bojonegoro-Ngawi route to Padangan District, then continuing with conventional motorcycle taxi transportation. This is because there is no public transportation in the form of buses that can be accessed to get to the Wonocolo Teksas Geosite. So visitors or tourists are advised to follow tour packages offered by local pokdarwis or travel agencies to facilitate access to the Wonocolo Teksas Geosite.

In addition to transportation, another important thing related to accessibility is road infrastructure. Kedewa-Wonocolo Road is the main road access used to get to the Wonocolo Teksas Geosite. The road to the location is a paved road with poor conditions. On the right and left sides of the main road, there are tall and large trees that often fall during the rainy season. Meanwhile, in the oil mining area, the condition is in the form of soil and rocks so that it can only be accessed by *offroad Jeep* vehicles or dirt bikes.

Characteristics, Perceptions, and Community Readiness

Community Characteristics

The community is an important part of the implementation of interpretation program planning at *the* Wonocolo Teksas Geosite, Bojonegoro Regency. Characteristics in society consist of gender, marital status, age, education, employment, and income. Community identification through the distribution of questionnaires and interviews to 30 respondents divided into 15 respondents from Wonocolo Village and 15 respondents from Hargomulyo Village.

Gender of the community

The gender of the people of Wonocolo and Hargomulyo Villages, based on the results of the questionnaire distribution of research respondents, shows that the male gender dominates the female gender more. This is also related to the population data by the Central Statistics Agency of Bojonegoro Regency in the two villages, which shows that the male sex is more than the female gender. The percentage of the results of the community's gender questionnaire consisted of 70% men and 30% women.

Community Marriage Status

The marriage status of the people of Wonocolo and Hargomulyo Villages based on the results of the distribution of questionnaires of research respondents shows that people with married status are more dominant than unmarried people. This can also be seen from data from the Central Statistics Agency of Bojonegoro Regency, which shows that the age of marriage in the village is very dominant. The percentage of the results of the community marital status questionnaire consisted of 77% of married status and 23% of unmarried status.

Age of the Community

The age range of the people of Wonocolo and Hargomulyo Villages, based on the results of the questionnaire distribution of research respondents, shows that people with an age range of 20 – 59 years are more dominating than other age ranges. This is because the age range of 20 – 59 years has a high level of productivity in carrying out activities. The percentage of community age questionnaire results consists of 86% in the age range of 20 – 59 years, 7% in the age range of 13 – 19 years, and 7% in the age range <of 60 years.

Community Last Education

The last education of the people of Wonocolo and Hargomulyo Villages, based on the results of the distribution of questionnaires of research respondents, showed that the people with the last education of SMA/MA/SMK were more dominant. This is due to economic conditions and the majority of people who want to continue their profession as oil miners compared to continuing their education. The percentage of the results of the last education questionnaire of the community consisted of 67% of SMA/MA/SMK, 20% of junior high school/MTs, 10% of universities and 3% of SD/MI.

Community Work

The work of the people of Wonocolo and Hargomulyo Villages based on the results of the distribution of questionnaires of research respondents shows that people who work as self-employed/entrepreneurs are more dominant. This is because most of the people make a living as traditional oil mine workers, trading, and so on. The percentage of community work questionnaire results consists of 77% working as self-employed/entrepreneurs, 13% working as students, and 10% working as employees.

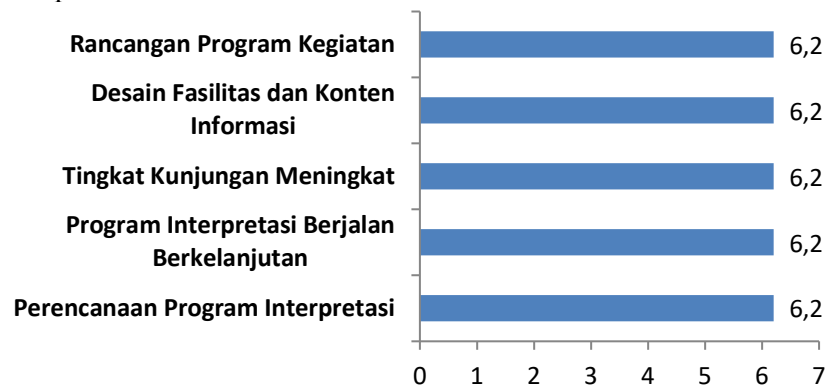
Community Income

The income of the people of Wonocolo and Hargomulyo Villages based on the results of the distribution of questionnaires of research respondents shows that people with an income level of Rp 100,000 – Rp 1,000,000 dominate. Then followed by an income level of IDR 1,000,000 – IDR 2,500,000. This is because the majority of people work as self-employed / entrepreneurs in the field of traditional oil mining and trade so that these two income levels are very dominant. The percentage of community income questionnaire results consists of 43% with an income level of IDR 100,000 – IDR 1,000,000, 40% with

an income level of IDR 1,000,000 – IDR 2,500,000, 13% with an income level < of IDR 100,000, and 4% with an income level > of IDR 2,500,000.

Public Perception

The community is one of the parties that has an important role in the implementation of interpretation program planning at the *Wonocolo Teksas Geosite*, Bojonegoro Regency. Identification related to public perception aims to see the views and approval of the community towards existing tourism activities as well as with planning and impacts that will occur both on the environment, economy, and socio-culture. The following is a diagram of public perception of planning, impact on the environment, impact on the economy, and impact on socio-culture.



Picture 1 Public Perception of Planning

Based on the diagram above, it can be concluded that the public's perception of the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the dissemination of questionnaires, shows that they agree with the planning of the interpretation program. Five questions asked to 30 respondents each obtained an average score of 6.2.

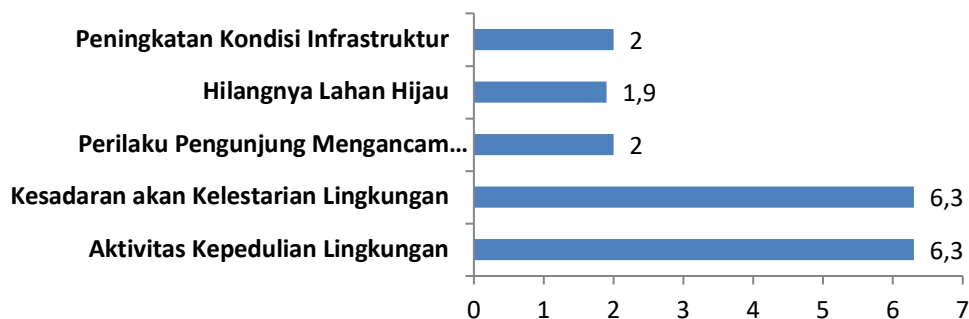
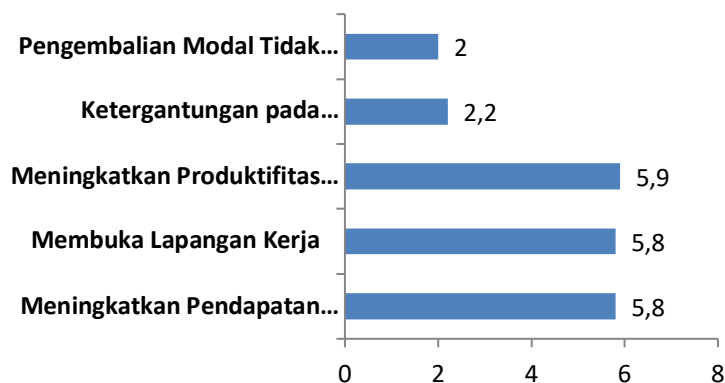


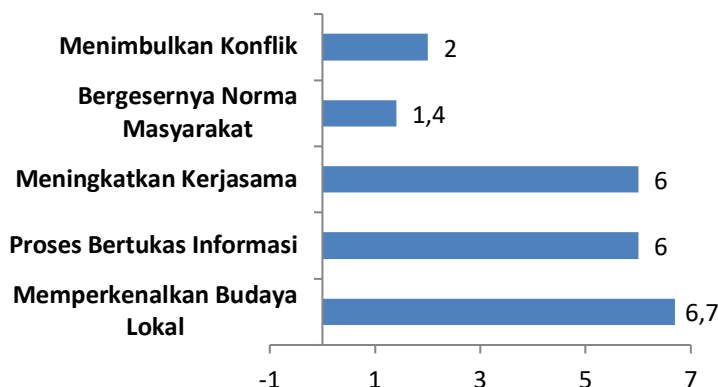
Figure 7 Public Perception of Environmental Impact

Based on the diagram above, it can be concluded that the public's perception of the environmental impact with the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the distribution of questionnaires, shows that they agree with the positive impact on the environment with the planning of the interpretation program. Two questions asked to 30 respondents related to positive impacts on the environment each obtained an average score of 6.3, while 3 questions related to negative environmental impacts each obtained an average score of 2. This is because the community believes and supports tourism activities in the area that has been functioning as a mining area that has been extensively explored, resulting in declining oil resources.



Picture 2 Public Perception of Economic Impact

Based on the diagram above, it can be concluded that the public's perception of the economic impact with the planning of the interpretation program at the *Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the distribution of questionnaires, shows that they agree with the positive impact on the economy with the planning of the interpretation program. Three questions asked to 30 respondents related to the positive impact on the economy each obtained an average score of 5.8, while 2 questions related to the negative impact of the economy each obtained an average score of 2.2. Most of the community agrees that the planning of the interpretation program at the *Wonocolo Teksas Geosite* will have a positive impact on the community's economy. But some people somewhat agree with this because until now there has been no opportunity for the community to participate in tourism activities starting from the planning, implementation, to development stages.



Picture 3 Public Perception of Socio-Cultural Impact

Based on the diagram above, it can be concluded that the community's perception of the socio-cultural impact with the planning of the interpretation program at the *Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the dissemination of questionnaires, shows that they strongly agree with the positive impact on socio-culture with the planning of the interpretation program, which can introduce local culture. The three questions asked to 30 respondents related to the positive impact on socio-culture each obtained an average score of 6.7 which means strongly agree and 6 which means agree, while 2 questions related to negative socio-cultural impacts each obtained an average score of 2 which means disagree and 1.4 which means strongly disagree. According to public perception, the planning of interpretation programs will be able to increase cooperation between community members so that conflicts can be minimized.

Community Readiness

Community readiness for interpretation program planning is divided into active readiness and passive readiness. Active readiness is that the community is actually willing

to participate and be involved in the planning of the interpretation and implementation program. Passive readiness is when the community participates and is involved in the planning of interpretation programs through the attitudes and behaviors shown to visitors or tourists.

Table 2 Community Readiness

No.	Community Readiness	Flattening	
1.	Active Readiness	Become an Interpreter	5
		Become a Cleaning Worker	6,1
		Providing an Interpretation Board	4,8
		Providing Transportation	6,1
		Providing <i>Homestay</i>	6
2.	Passive Readiness	Maintaining Hospitality	6,4
		Maintaining Modesty	6,4
		Maintaining Interpretation Facilities	6,4
		Accepting Criticism and Suggestions	6,4
		Maintaining Environmental Safety	6,4

Remarks: 1. Very unprepared, 2. Somewhat unprepared, 3. Not ready, 4. Ordinary, 5. Somewhat prepared, 6. Ready, 7. Very ready

The value of community readiness is divided into active readiness and passive readiness. In terms of active readiness, most people stated that they were ready. However, there are some people who state that they are somewhat ready to become interpreters and provide interpretation boards because they do not have experience and feel doubtful because their level of education is not high. In addition, it also requires a large amount of funds to provide interpretation boards. Meanwhile, in terms of passive readiness, the community stated that they were ready because it had become a habit of the community in carrying out daily activities.

Characteristics, Perception, and Readiness of Managers

Manager Characteristics

The manager is the party who has an important role as a policy determinant in the planning process to the implementation of the interpretation program planning at *the Wonocolo Teksas Geosite, Bojonegoro Regency*. The characteristics of the manager consist of gender, marital status, age, education, occupation, and income. Identification of managers through the distribution of questionnaires and interviews to 15 respondents divided into 5 management respondents from elements of the *Bojonegoro National Geopark Management Team consisting of the Energy and Mineral Resources Section, Bappeda, and part of the Culture and Tourism Office*, 5 management respondents from the *Culture and Tourism Office*, and 5 management respondents from the *Pokdarwis Teksas Tour Management* element.

Gender Manager

The gender of the manager of the *Wonocolo Teksas Geosite* based on the results of the questionnaire distribution of research respondents shows that the male gender dominates the female gender. This is because the managers are both from elements of the *Bojonegoro Geopark Management Team, the Culture and Tourism Office, and the Pokdarwis Teksas Tour Management* which is dominated by men and related to the duties and functions of managers related to field activities. The percentage of the results of the manager's gender questionnaire consisted of 67% men and 33% women.

Marriage Status Manager

The marital status of the manager of the *Teksas Wonocolo Geosite* based on the results of the distribution of questionnaires of research respondents showed that managers with married status dominated more than unmarried managers. The percentage of the results of the manager's marital status questionnaire consisted of 93% married status and 7% unmarried status.

Age of the Manager

The age range of the community managing *the Teksas Wonocolo Geosite* based on the results of the distribution of questionnaires of research respondents shows that

managers with an age range of 20 – 59 years dominate more than other age ranges. This is because the age range of 20 – 59 years has a high level of productivity in carrying out activities as well. The percentage of the results of the manager's age questionnaire consisted of 93% in the age range of 20 – 59 years, and 7% in the age range < of 60 years.

Last Education of the Manager

The last education of the Wonocolo *Geosite* manager based on the results of the distribution of questionnaires of research respondents showed that managers with the last education of higher education were more dominant. This is because most of the managers come from government or bureaucratic elements, the majority of whom are civil servants. The percentage of the results of the last education questionnaire of the manager consisted of 27% of SMA/MA/SMK, and 73% of universities.

Manager's Job

The work of the Wonocolo *Teksas Geosite* manager based on the results of the distribution of questionnaires of research respondents shows that managers who work as civil servants dominate. This is because most of the managers come from government or bureaucratic elements who work as civil servants and some from Pokdarwis elements who work as oil miners or traders. The percentage of management job questionnaire results consists of 33% working as self-employed/entrepreneurs, and 67% working as civil servants. The following is a diagram of the results of the questionnaire on the work of the managing respondents.

Manager Revenue

The income of the *Teksas Wonocolo Geosite* manager based on the results of the distribution of questionnaires of research respondents shows that managers with an income level of > Rp 2,500,000 dominate. Then followed by an income level of IDR 100,000 – IDR 1,000,000. This is because most of the managers work as civil servants. The percentage of the results of the manager's income questionnaire consists of 20% with an income level of IDR 100,000 – IDR 1,000,000, 13% with an income level of IDR 1,000,000 – IDR 2,500,000, and 67% with an income level > of IDR 2,500,000. The following is a diagram of the results of the questionnaire on the income of the managing respondents.

Manager's Perception

The manager is the party who has an important role as a policy determinant in the planning process to the implementation of the interpretation program planning at *the Wonocolo Teksas Geosite*, Bojonegoro Regency. Identification related to the perception of the manager aims to see the views and approval of the manager on existing tourism activities as well as with the planning and the impact that will occur both on the environment, economy, and socio-culture. The following is a diagram of the manager's perception of the planning, the impact on the environment, the impact on the economy, and the impact on socio-culture.

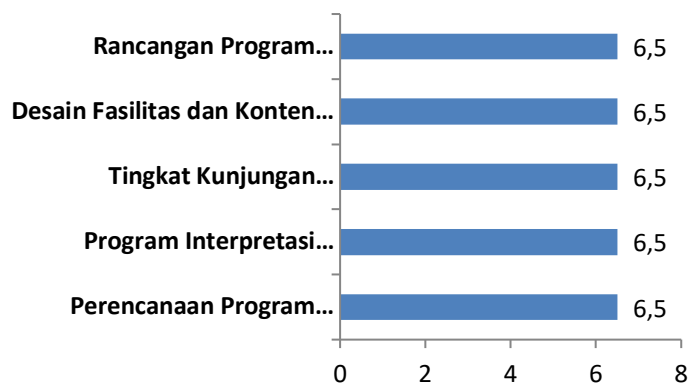


Figure 10 Manager's Perception of Planning

Based on the diagram above, it can be concluded that the manager's perception of the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro

Regency, which is known through interviews and the distribution of questionnaires, shows that they agree with the planning of the interpretation program. Five questions asked to 15 respondents each obtained an average score of 6.5.

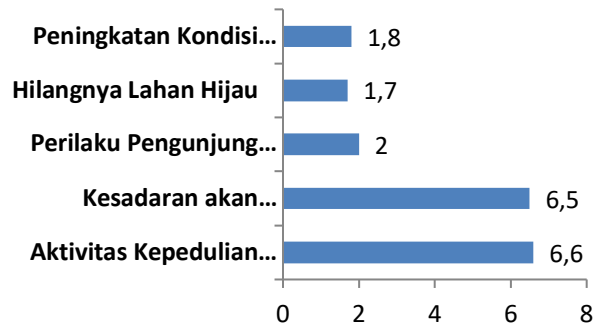


Figure 11 Manager's Perception of Environmental Impact

Based on the diagram above, it can be concluded that the manager's perception of the environmental impact with the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the dissemination of questionnaires, shows that they agree with the positive impact on the environment with the planning of the interpretation program. Two questions asked to 15 respondents related to positive impacts on the environment obtained an average score of 6.6 and 6.5, respectively, while 3 questions related to negative environmental impacts each obtained an average score of 2. This is because the manager believes and supports tourism activities in the area that has been functioning as a mining area that has been massively explored, resulting in declining oil resources.

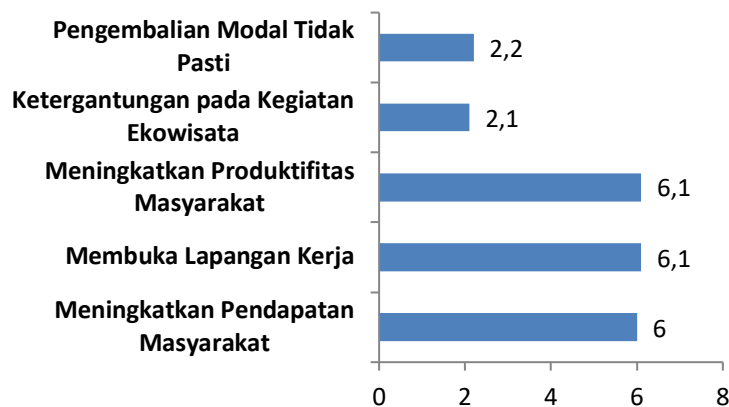


Figure 12 Manager's Perception of Economic Impact

Based on the diagram above, it can be concluded that the manager's perception of the economic impact with the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the distribution of questionnaires, shows that they agree with the positive impact on the economy with the planning of the interpretation program. Three questions asked to 15 respondents related to the positive impact on the economy each obtained an average score of 6, while 2 questions related to the negative impact of the economy each obtained an average score of 2.2. Most of the managers agreed that the planning of the interpretation program at the *Wonocolo Teksas Geosite* would have a positive impact on the community's economy.

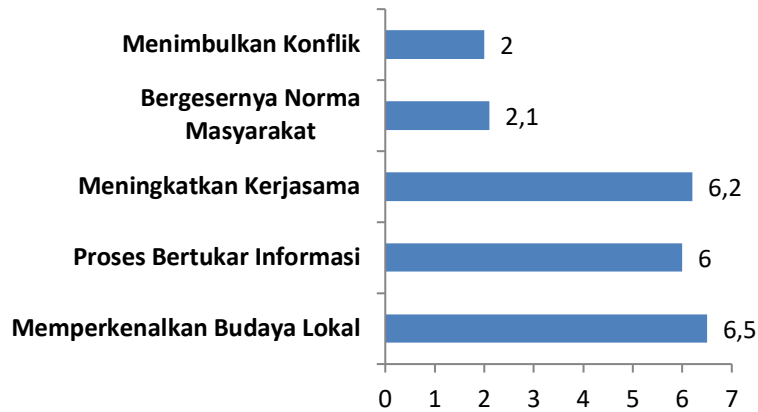


Figure 13 Manager's Perception of Socio-Cultural Impact

Based on the diagram above, it can be concluded that the manager's perception of the socio-cultural impact with the planning of the interpretation program at *the Wonocolo Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the dissemination of questionnaires, shows that they strongly agree with the positive impact on socio-culture with the planning of the interpretation program, which can introduce local culture. The three questions asked to 15 respondents related to the positive impact on socio-culture each obtained an average score of 6.5 which means strongly agree and 6 which means agree, while 2 questions related to negative socio-cultural impacts each obtained an average score of 2 which means disagree. According to the manager's perception, the planning of the interpretation program will be able to increase cooperation between community members so that conflicts can be minimized.

Manager Readiness

The readiness of managers to plan interpretation programs is divided into active readiness and passive readiness. Active readiness is that the manager is actually willing to participate and be involved in the planning of the interpretation and implementation program. Passive readiness is that the manager participates and is involved in the planning of the interpretation program through the attitudes and behaviors shown to visitors or tourists.

Table 3 Manager Readiness

No.	Manager Readiness	Flattening
1.	Active Readiness	
	Become an Interpreter	6,1
	Become a Cleaning Worker	6,1
	Providing an Interpretation Board	6,1
	Providing Transportation	6,1
2.	Providing <i>Homestay</i>	6,1
	Passive Readiness	
	Maintaining Hospitality	6,3
	Maintaining Modesty	6,3
	Maintaining Interpretation Facilities	6,3
	Accepting Criticism and Suggestions	6,2
Maintaining Environmental Safety	6,3	

Remarks: 1. Very unprepared, 2. Somewhat unprepared, 3. Not ready, 4. Ordinary, 5. Somewhat prepared, 6. Ready, 7. Very ready

The value of managerial readiness is divided into active readiness and passive readiness. In terms of active readiness, most managers stated that they were ready. Meanwhile, in terms of passive readiness, the community stated that they were ready because it had become a commitment of the manager to be able to provide the best service to visitors or tourists.

Visitor Characteristics, Perceptions, Motivations, and Preferences

Visitor Characteristics

Visitors are parties who have an important role as a reference in the process of designing interpretation program planning at the Wonocolo *Teksas Geosite*, Bojonegoro Regency. The characteristics of visitors consist of gender, marital status, age, education, occupation, income, length of visit, number of visits, and amount of expenses. Visitor identification was conducted through the distribution of questionnaires and interviews to 30 respondents which were divided into 10 visitor respondents with *the actual demand* category, 10 visitor respondents with *the potential demand* category, and 10 visitor respondents with *the latent demand* category.

Gender of the community

The gender of visitors at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents showed that the male gender dominated more than the female gender. This is also related to the type of tourist attractions located at the Wonocolo *Teksas Geosite* which is more of a field activity that requires physical activity. The percentage of the results of the visitor's gender questionnaire consisted of 60% men and 40% women.

Community Marriage Status

The marital status of visitors at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents showed that visitors with unmarried status dominated more than married visitors. This is related to the type of tourism offered by the Wonocolo *Teksas Geosite* which is more in demand by visitors who have more free time. The percentage of the results of the visitor's marital status questionnaire consisted of 20% married status and 80% unmarried status.

Age of Visitors

The age range of visitors at the *Teksas Wonocolo Geosite* based on the results of the distribution of questionnaires of research respondents shows that visitors with an age range of 20 – 59 years are more dominating than other age ranges. This is because the age range of 20 – 59 years has a high level of productivity in carrying out activities. The percentage of visitor age questionnaire results consisted of 90% of the age range of 20 – 59 years, and 10% of the age range of 13 – 19 years.

Last Education of Visitors

The last education of visitors at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents showed that visitors with the last education of higher education were more dominant. The percentage of the results of the last public education questionnaire consisted of 66% of universities, 27% of SMA/MA/SMK, and 7% of junior high schools/MTs.

Visitor Jobs

The work of visitors at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents shows that visitors who work as students or students are more dominant. This is because the Wonocolo *Teksas Geosite* is one of the educational tours so that most of the visitors are students or students. The percentage of visitor job questionnaire results consisted of 47% working as students, 30% working as self-employed/entrepreneurs, 13% working as workers, and 10% working as civil servants.

Visitor Revenue

The income of visitors at the *Teksas Wonocolo Geosite* based on the results of the distribution of questionnaires of research respondents shows that visitors with an income level of <Rp 100,000 dominate. Then followed by an income level >of IDR 2,500,000. This is because most of the visitors work as students/students and self-employed/entrepreneurs so that the two income levels are very dominant. The percentage of visitor income questionnaire results consists of 37% with an income level <of IDR 100,000, 33% with an income level of >IDR 2,500,000, and 30% with an income level of IDR 1,000,000 – IDR 2,500,000.

Length of Visit

The length of visitor visits at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents showed that visitors with a visit duration of 1 day dominated more. This is because most visitors carry out tourist activities at the Wonocolo *Teksas Geosite* with the aim of knowing the unique traditional oil mining process. Meanwhile, visitors with a visit duration of 2 days in addition to aiming to know the traditional oil mining process, also carry out meeting activities together with the community or organization. The percentage of questionnaire results for the length of visitor visit is 80% with a visit duration of 1 day, and 20% with a visit duration of 2 days.

Number of Visits

The number of visitor visits at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents shows that the number of visitors with first-time visits is more dominant. This is because most visitors do tourist activities to the Wonocolo *Teksas Geosite* to see the uniqueness of the traditional oil mining process that was first known. The percentage of questionnaire results for the number of visitor visits is 53% with the number of first-time visits, 27% with the number of visits 2 times, and 20% with the number of visits 3-5 times.

Total Expenditure

The number of visitor expenditures at the Wonocolo *Teksas Geosite* based on the results of the distribution of questionnaires of research respondents shows that visitors with a total expenditure of Rp 300,000 – Rp 500,000 dominate. Then followed by a total expenditure of IDR 100,000 – IDR 300,000. This is because most of the visitors to the Wonocolo *Teksas Geosite* come from outside Bojonegoro Regency so that it requires considerable expenditure and results in the amount of expenditure being very dominant. The percentage of the results of the questionnaire for the amount of visitor expenditure consists of 37% with a total expenditure of IDR 300,000 – IDR 500,000, 30% with a total expenditure of IDR 100,000 – IDR 300,000, 20% with a total expenditure >of IDR 500,000, and 13% with a total expenditure of IDR 50,000 – IDR 100,000.

Visitor Perception

Visitors are parties who have an important role as a reference in the process of designing interpretation program planning at the Wonocolo *Teksas Geosite*, Bojonegoro Regency. Visitor perception of interpretation program planning at the Wonocolo *Teksas Geosite* is divided into perception of activities and perception of facilities to determine the level of visitor satisfaction with these 2 things.

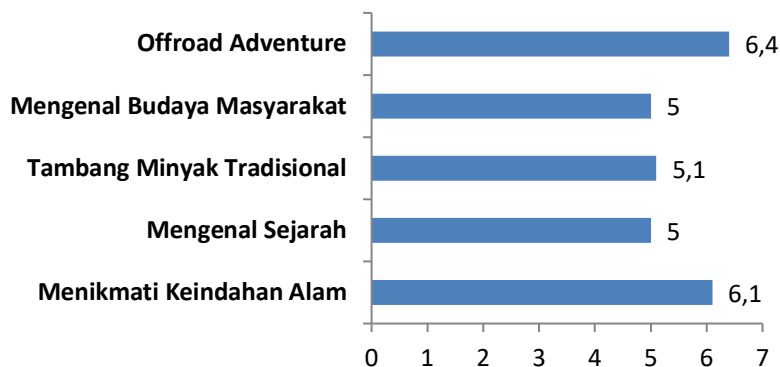


Figure 14 Visitor Perception of Activities

Based on the diagram above, it can be concluded that the perception of visitors to tourist activities at the Wonocolo *Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the distribution of questionnaires, shows that *Offroad Adventure tourism activities* get the highest satisfaction value, which is 6.4 which means satisfied. Meanwhile, Traditional Oil Mine tourism activities as the main activity received a satisfaction score of 5.1 which means somewhat satisfied. This is because most visitors feel that the flow of tourism activities compiled by the local Pokdarwis does not have a clear concept of flow.

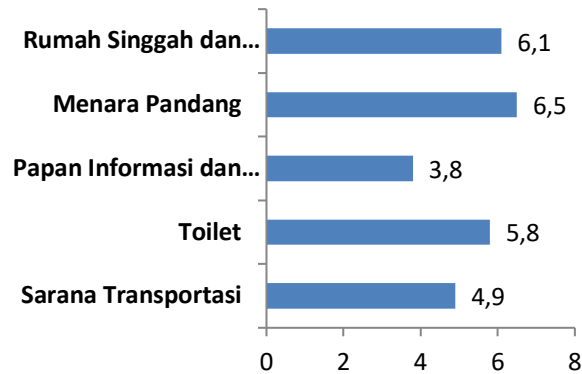
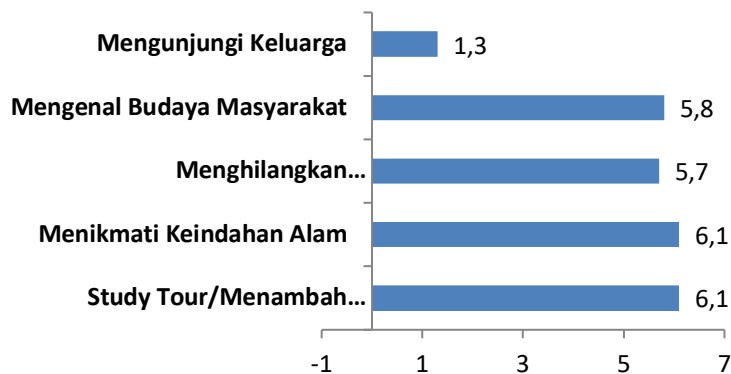


Figure 15 Visitor Perception of Amenities

Based on the diagram above, it can be concluded that the perception of visitors to the tourist facilities found at the Wonocolo *Teksas Geosite*, Bojonegoro Regency, which is known through interviews and the distribution of questionnaires, shows that the Menara Pandang tourist facilities get the highest satisfaction value, which is 6.5 which means satisfied. Meanwhile, tourist facilities in the form of information boards and interpretations received a satisfaction score of 3.8 which means that they are somewhat dissatisfied. This is because visitors feel that there is a lack of information and interpretation boards contained at the Wonocolo *Teksas Geosite* to provide information and explanations to visitors both related to tourist attractions and directions in the area.

Visitor Motivation

Motivation is the impulse of the will that causes a person to do an act to achieve a certain goal. The identification related to visitor motivation aims to determine the level of visitor motivation for tourism activities contained at the Wonocolo *Teksas Geosite* which will then become a reference in the preparation of interpretation program designs.



Picture 46 Visitor Motivation

Based on the diagram above, it can be concluded that the motivation of visitors at the Wonocolo *Teksas Geosite*, Bojonegoro Regency, which is known through interviews and questionnaire distribution, shows that tourism activities in the form of *study tours*/increasing knowledge and enjoying the beauty of nature get the highest average value of 6.1 which means that they have high motivation for these tourism activities.

Visitor Preferences

Preferences are concepts used to assume realistic or imaginary choices based on pleasure, satisfaction, and so on. The identification related to visitor preferences aims to determine the level of visitor appetite for tourism activities contained at the Wonocolo *Teksas Geosite* which will then be a reference in the preparation of interpretation program designs.

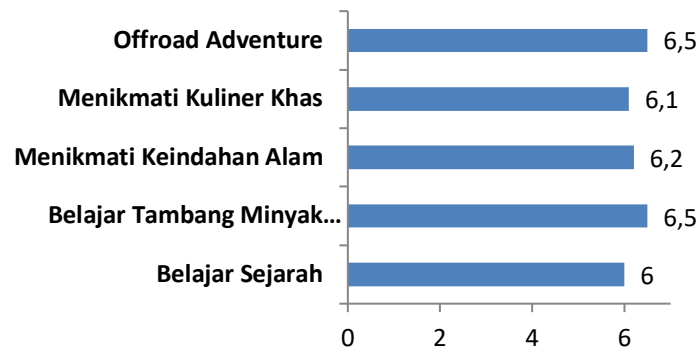


Figure 17 Visitor Preferences

Based on the diagram above, it can be concluded that the preferences of visitors at the *Wonocolo Teksas Geosite*, Bojonegoro Regency, which are known through interviews and questionnaire distribution, show that tourist activities in the form of learning about traditional oil mines and offroad adventure get the highest average value of 6.5 which means that they have a high preference for these tourist activities.

Interpretation Program Planning

The planning of the interpretation program is the overall result of field observation and analysis of elements of tourist objects, communities, managers, and visitors. Based on the results of these observations and analysis, there is a planning of an interpretation program at *the Wonocolo Teksas Geosite* in the form of an interpretation path activity program, interpretation facilities and infrastructure, and interpretation narratives.

Activity Program

1. Interpretation Activity Design

The design of interpretation activities is a selection of activities that have been prepared and designed with reference based on the results of observation and analysis of elements of tourist objects, communities, managers, and visitors

2. Daily Interpretation Activity Design

The daily interpretation program designed in the planning of the interpretation program at the *Wonocolo Teksas Geosite* is called "LALU LANI" which is an abbreviation of Lantung Tempo Dulu, Lantung Kini. The daily interpretation program aims to allow visitors or tourists to get to know and know about the *Wonocolo Teksas Geosite*. The goal of the daily interpretation program designed is for the age range of 12-35 years. The duration of the daily interpretation program program is 8 hours and 45 minutes starting from 08.00 to 16.45.

3. Overnight Interpretation Program Design

The overnight interpretation program was designed in the planning of the interpretation program at *the Wonocolo Teksas Geosite* called "WONO WONI" which is an abbreviation of Wonocolo Isih Ono, Wonocolo Masa Kini. The overnight interpretation program aims to allow visitors or tourists to get to know and know about the *Wonocolo Teksas Geosite* and be able to experience the life of the surrounding community. The goal of the overnight interpretation program is designed for the age range of 12-35 years. Interpretation activities are designed for visitors or tourists who have enough free time to participate in the series of activities.

Interpretation Path

The planning of the interpretation program is the result of the overall field observation and analysis of the elements of the tourist object, the community, the manager, and the visitor. Based on the results of the observation and analysis, the planning of the interpretation path at the *Wonocolo Teksas Geosite* is divided into 2, namely interpretation path I and interpretation path II.

1. Interpretation Path I

The planning of the Interpretation Route I is carried out by connecting the main tourist attractions with supporting tourist attractions. The Interpretation Path I has a storyline concept that focuses on the oil mining process in the past to its current development so that visitors or tourists can really feel the picture of mining activities at *the Wonocolo Teksas Geosite*. The connection between the main attractions and supporting attractions aims to ensure that the designed route does not make visitors or tourists get bored quickly when participating in interpretation activities.

2. Interpretation Path II

The Interpretation Route II planning is carried out by connecting the main tourist attractions with supporting tourist attractions. The Interpretation Path I has a storyline concept that focuses on the oil mining process in the past to its current development so that visitors or tourists can really feel the picture of mining activities at *the Wonocolo Teksas Geosite*. In addition, the concept of flow is designed with a longer time by adding the concept of interaction with the community so that in addition to gaining knowledge about the oil mining process, visitors or tourists also learn about the life of the surrounding community along with their habits. The connection between the main attractions and supporting attractions aims to ensure that the designed route does not make visitors or tourists get bored quickly when participating in interpretation activities.

Interpretation Facilities and Infrastructure

Interpretation facilities and infrastructure are one of the important things in the implementation of interpretation activities in a tourist attraction. The design of interpretation facilities and infrastructure at *the Wonocolo Teksas Geosite* consists of *area maps, entrance signs, directional signs, and interpretation signs*.

1. Area Map

Area maps are non-personal interpretation media that can help visitors or tourists to get to know and know the area. Area maps also serve as instructions for visitors or tourists during a tourist trip. The design of the area map is made attractive with the selection of bright colors to make it easier for visitors or tourists to see. In addition, the design is made as similar as possible to the original shape so that visitors or tourists can easily understand the purpose of the map and the location of each existing tourist attraction.

2. Entrance Signs

Entrance signs are one of the elements that must be present in an interpretation program. Entrance *signs* are a sign that visitors or tourists are in an area. In addition, *entrance signs* also give the first impression of a tourist object to visitors or tourists who come. The design of entrance *signs* at *the Teksas Wonocolo Geosite* consists of *the main gate and entrance signs for each tourist attraction*.

The main gate of the Teksas Wonocolo Geosite is made to resemble a large gate. The main gate is located on the main road Kedewan-Wonocolo. The main gate has a height of ± 4.5 meters and a width of ± 4 meters. The main gate functions as a welcome for visitors or tourists as well as one of the first impressions for visitors or tourists when entering a tourist area.

The entrance sign of a tourist attraction is made with the aim that visitors or tourists know its existence when traveling in a tourist attraction. The entrance sign *for the offroad lane* is made of teak wood. The sign resembles a board in the shape of a direction sign which means that it will soon enter the area. The direction signs are made of teak wood. In addition to the writing, there is also a picture of a Jeep as a symbol of *offroad* activities. The entrance sign is installed at the intersection between the main road and *the offroad lane*.

The entrance sign of the traditional oil mine area is made of teak wood. The sign resembles a board in the shape of a direction sign which means that it will soon enter the area. The direction signs are made of teak wood. In addition to the writing, there is also a picture of an oil pump machine as a symbol of petroleum mining activities. The entrance sign is installed at the intersection between the main road and the traditional oil mining area.

The entrance sign of Tumo Village is made of teak wood. The sign resembles a board in the shape of a direction sign which means that it will soon enter the area. The direction signs are made of teak wood. In addition to writing, there are also pictures of villages as a symbol of the concept of Kampung Tumo. The entrance sign was installed at the intersection between the main road and the footpath to Kampung Tumo.

3. Directional Signs

Directional signs are one of the things that must be present in a tourist area. Directional signs function to help visitors or tourists find the interpretation object they want to visit. The design of the directional signs designed at the Wonocolo *Teksas Geosite* consists of tourist attraction signs and tourist facility directional signs.

The direction signs of tourist attractions at *the Wonocolo Teksas Geosite* are designed in the form of a square board. The direction sign of the tourist attraction is designed with a green board and white writing. This is because it is easy to read by visitors or tourists. The board is installed with a pole height of ± 4 meters so that it is easily visible to visitors or tourists in driving conditions.

The direction signs of the facilities at the Teksas Wonocolo Geosite are designed in the form of a board in the shape of an arrow. This is because visitors or tourists can easily find tourist facilities in an object. The board is installed with a pole height of ± 2.5 meters. Facility directional signs are installed on each tourist attraction.

4. Interpretation Signs

An interpretation board is an attractively designed board that contains important information or messages so that readers can be moved and understood. The design of the interpretation board at the Wonocolo Teksas Geosite consists of the Wonocolo History interpretation board, the History and Development of Exploration, and the Other Side of the Wonocolo Teks.

The Wonocolo Traditional Oil Mine Exploration History and Development Interpretation Board is an interpretation board that contains information related to the initial events of oil mining in Wonocolo. The interpretation board has a length of 2 meters and a width of 1 meter. The board is installed in Rest Area 2 and is installed in a strategic position, namely at the gathering point of visitors or tourists in the shade.

The Interpretation Board on the Other Side of the Wonocolo Teksas is an interpretation board that contains information related to the uniqueness of the Wonocolo traditional oil mine. The interpretation board has a length of 1.5 meters and a width of 1 meter. The board was installed in the front garden of *the Wonocolo Petroleum Geoheritage Museum*.

The Wonocolo Historical Interpretation Board is an interpretation board that contains information related to the events of the beginning of oil mining in Wonocolo. The interpretation board has a length of 2 meters and a width of 1 meter. The board is installed in Rest Area 1 and installed in a strategic position, namely at a shady gathering point for visitors or tourists.

Interpretation Narrative

Interpretation narrative is a form of paragraph development in a writing that contains a series of events. The interpretation narrative design at the Wonocolo Teksas Geosite is in the form of the History of the Wonocolo Mine and the History of the Exploration and Development of the Wonocolo Traditional Oil Mine.

Based on the findings of this study, insurers are advised to strengthen their compensation strategies to reduce stress levels and increase employee retention. Some recommendations that can be implemented include:

1. Implementing a transparent incentive system: Providing performance-based incentives and rewards to employees who make significant contributions.
2. Offering a competitive compensation package: Including health benefits, employee welfare programs, and annual bonuses that can increase employee satisfaction.
3. Integrating career development training: Providing training and career development programs that allow employees to grow within the company.

By implementing these policies, insurers can create a healthier and more productive work environment, reduce compensation stress, and maintain long-term employee retention..

CONCLUSION

Based on the research that has been conducted, it can be concluded that elements of tourist objects at *the Wonocolo Teksas Geosite*, Bojonegoro Regency which consist of Tourist Attractions, Accessibility, and Amenities. Tourist attractions located at the *Wonocolo Teksas Geosite* in Bojonegoro Regency are traditional oil mines, *Wonocolo Geoheritage Petroleum Museum*, *Sumur Angguk*, *Wonocolo Rice Rolls*, *Offroad Adventure*, and *Tumo Village*. Accessibility to Bojonegoro Regency has grown rapidly. There is no accessibility in the form of public transportation that can be accessed directly to *the Wonocolo Teksas Geosite*. Amenities available at the *Wonocolo Teksas Geosite* are in the form of Shelters/lodgings, toilets, rest areas, prayer rooms, and parking lots.

The characteristics of the community at *the Wonocolo Teksas Geosite*, Bojonegoro Regency are dominated by people with male gender (70%), aged 20 – 59 years (86%), married status (77%), the last level of education of SMA/MA/SMK (67%), type of work as self-employed/self-employed (77%), income of Rp 100,000 – Rp 1,000,000. The community agrees with the planning of interpretation programs and positive impacts on the environment, economy, and socio-culture. Most people stated that they were ready both actively and passively.

The characteristics of managers at *the Wonocolo Teksas Geosite*, Bojonegoro Regency are dominated by managers with male gender (67%), aged 20 – 59 years (93%), married status (93%), the last level of university education (73%), the type of work as a civil servant (67%), and an income >of Rp 2,500,000. The management agrees with the planning of interpretation programs and positive impacts on the environment, economy, and socio-culture. Managers mostly state that they are ready both actively and passively.

The characteristics of visitors who come to the *Wonocolo Teksas Geosite* in Bojonegoro Regency are male (60%), aged 20 – 59 years (90%), unmarried status (80%), the last level of education of SMA/MA/SMK (37%), the type of work as a student/student (47%), a monthly income of <Rp 100,000, the number of first-time visits. The motivation of visitors who come to the *Wonocolo Teksas Geosite*, Bojonegoro Regency is dominated by the motivation to increase knowledge and enjoy the beauty of nature with an average score of 6.1. The largest visitor perception is the perception of village offroad tourism activities with a score of 6.1. The most dominating visitor preference is to learn about traditional oil mines and offroad with a score of 6.5.

The design of the interpretation program planning at *the Wonocolo Teksas Geosite*, Bojonegoro Regency consists of a design of interpretation activities, interpretation paths, interpretation facilities and infrastructure, and interpretation narratives.

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