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Article

Integrating Education and Ecology in the Urban Ecotourism Landscape: The Case of Ngrowo Bening Edupark as a Sustainable Public Space

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ABSTRACT

The rapid pace of urbanization in Indonesia has created a demand for public spaces that are not only socially functional but also ecologically sustainable. Ngrowo Bening Edupark located in Madiun City represents an innovative model green open space based on ecotourism, integrating education, conservation, and local community empowerment. The main challenges in the development of this area include limited access to digital information, suboptimal facilities, and the sustainability of community programs. Nevertheless, this area shows great potential as a prototype for urban ecotourism through the synergy of agrotourism greenhouses, cultural art markets, and environmental education activities. Strategic solutions such as strengthening digital literacy, collaborative multi-stakeholder management, and integrating sustainable educational policies need to be implemented to ensure that this area becomes not only a recreational space but also a means of learning and preserving local values. Ngrowo Bening Edupark represents a paradigm shift in urban space towards an inclusive ecological and educational landscape, making it a potential model for the development of urban ecotourism in Indonesia.

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INTRODUCTION

The rapid expansion of urban areas in Indonesia over the past few decades has posed significant challenges to environmental sustainability. Uncontrolled urbanization often leads to the reduction of green open spaces, increased air pollution, and a decline in overall quality of life. In this context, the concept of urban ecotourism has emerged as a strategic approach to reconcile the recreational needs of urban residents with efforts to preserve the environment and enhance ecological education within city spaces (Supriatna, 2014). Urban ecotourism not only emphasizes nature-based tourism activities but also integrates educational values, cultural preservation, local economic empowerment, and ecological conservation into a coherent and mutually reinforcing system (Parmawati *et al.*, 2022).

As a city that continues to grow and develop, Madiun City has undertaken various environmentally oriented initiatives to revitalize its public spaces. One notable innovation is the establishment of Ngrowo Bening Edupark, an educational and conservation-based tourism area

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strategically located in the city center. Developed on the former site of PDAM Tirta Sari, Ngrowo Bening Edupark functions not only as a green open space that enhances the city's landscape, but also as a collaborative model that brings together government, community, and private sector participation in creating an inclusive, productive, and environmentally friendly educational tourism area.

Located approximately 900 meters from Wilis Stadium, at Jalan Jeruk No. 02, Taman Subdistrict, Madiun City, Ngrowo Bening Edupark has successfully transformed a formerly vacant lot into an interactive space that offers nature- and culture-based learning experiences. With flexible operating hours and convenient access via public transportation such as the Trans Madiun Bus (MABOUR) the area effectively attracts a diverse range of visitors, including students, families, cultural communities, and tourists from outside the region. Facilities such as jogging tracks, traditional pavilions (pendopo), greenhouses, camping areas, and art markets make the site multifunctional and dynamic, supporting both educational and recreational activities (Utomo & Raidi, 2024).

The distinctive feature of Ngrowo Bening Edupark lies in its synergy between education, conservation, and local community empowerment. Two key components within the area the Premium Melon Greenhouse and the Art Market serve as tangible representations of an integrated ecotourism approach. The greenhouse, functioning as a modern agrotourism facility, introduces a closed hydroponic farming system that is efficient in both water and land use, while providing visitors with hands-on experiences to understand the process of healthy food production. Activities such as fertilization, manual pollination, and melon harvesting actively engage the community in sustainable agricultural practices. The Art Market serves as a living space for cultural preservation and the development of local creative economies. Established to coincide with National *Kebaya* Day, the market showcases traditional performances, local attire, heritage galleries, and Indonesian culinary products presented by the people of Madiun City. Vendors are required to wear traditional clothing such as *lurik-patterned* kebaya or *jimpitan*, reinforcing cultural identity while creating an educational and aesthetically appealing tourism atmosphere. The markets initial use of *kreweng* (clay tokens) as a transaction medium although no longer in use reflects a creative exploration of local values and social innovation that adds to its unique character (Utomo & Raidi, 2024).

More than just a tourist destination, Ngrowo Bening Edupark represents a tangible manifestation of a sustainable public space paradigm built upon three fundamental pillars: ecological sustainability, community literacy, and social equity. From an ecological perspective, the area provides a green habitat that supports micro biodiversity and helps mitigate urban heat. In terms of education, the active involvement of schools and universities through activities such as field trips, scouting programs, and agricultural observation reflects an experiential learning approach integrated into the curriculum. Meanwhile, from a socio-economic standpoint, the art market and participation of local micro, small, and medium enterprises (MSMEs) demonstrate that ecological tourism can also serve as a catalyst for community-based economic development while preserving local cultural values.

However, the development of this area still faces several challenges, particularly in terms of limited digital accessibility. The absence of an official social media presence or an integrated digital platform hampers the promotion and dissemination of information to a wider audience, especially among younger generations who rely heavily on information technology when planning their travel activities. In addition, some facilities such as the flower garden and fishing pond are still under development, indicating the need for continuous attention and support from multiple stakeholders to ensure the long-term sustainability of this ecotourism initiative.

Considering its potential, challenges, and ongoing dynamics, Ngrowo Bening Edupark serves as an insightful case study for the formulation of urban ecotourism policies. Through an education-based and community-participatory approach, this area not only addresses the city's need for green open spaces but also fosters a healthy, inclusive, and sustainability oriented social ecosystem. Therefore, it is essential to evaluate, refine, and strengthen both policy frameworks and management practices to establish Ngrowo Bening Edupark as an exemplary model of harmonious integration between nature, culture, and society in urban public space development.

METHODS

This study employed a qualitative descriptive approach with a case study design, focusing on a single object Ngrowo Bening Edupark. The case study method was selected because it enables an in-depth and contextual understanding of real-life phenomena, particularly in examining how the ecotourism site functions as an educational public space within an urban environment (Yin, R. K. 2018). Data were collected through three primary techniques.

First, direct observation was conducted on May 17, 2025, to observe the physical conditions, visitor activities, educational facilities, and spatial functions of the area. Second, structured interviews were carried out with site managers, art practitioners, and relevant stakeholders to gather information about policies, challenges, and development strategies. Informants were selected purposively based on their expertise, experience, and authority in managing and developing the tourism site. The management representatives were chosen for their understanding of operational policies and constraints, while art practitioners were involved due to their engagement in cultural and educational activities. Government representatives were also interviewed because of their authority over public space regulation and regional tourism planning (Creswell, J. W. 2014).

Third, a literature review was conducted by examining relevant scholarly articles, online publications, and official documents from government websites and other credible sources. This step aimed to strengthen the theoretical framework and to compare field findings with previous research (Sugiyono. 2019).

RESULTS AND DISCUSSION

Ngrowo Bening Edupark

Ngrowo Bening Edupark is an educational ecotourism destination strategically located in the central area of Madiun City, approximately 900 meters from Wilis Stadium. Geographically, the site is situated at Jalan Jeruk No. 02, Taman Subdistrict, Madiun City. The development initiative of Ngrowo Bening Edupark originated from the strategic need to establish green open spaces within urban areas to support both ecological and social functions. By optimizing an unused parcel of land owned by PDAM Tirta Sari under the directive of the Madiun City Government, the area was revitalized into a multifunctional educational park serving as a public space, a recreational facility, and a community-based environmental learning medium.

Ngrowo Bening Edupark operates daily with a structured schedule. On weekdays (Monday to Friday), the park is open from 7:00 a.m. to 3:00 p.m. (Western Indonesian Time), while on weekends (Saturday and Sunday), its operating hours are extended from 6:00 a.m. to 4:00 p.m. to accommodate a larger number of visitors. Notably, there is no entrance fee, making the site freely accessible and inclusive for all segments of the community.

The facilities provided at Ngrowo Bening Edupark are comprehensively designed to support a wide range of recreational and educational activities. These include a jogging track, shaded relaxation areas with trembesi trees, a greenhouse, a pavilion (pendopo), a prayer room (mushala), public restrooms, a camping area, an art market, and adequate parking spaces. Accessibility to the site is considered good, with well-maintained transportation routes that are easily reachable. Public transportation support is also provided by the Madiun City Transportation Department through the Trans Madiun Bus service or Madiun Bus On Tour (MABOUR), which facilitates visitors' access to the park. However, digital accessibility remains a challenge, as there are currently no official social media or online platforms available to provide visitors with updated information about the destination.

Ngrowo Bening Edupark offers a variety of distinctive attractions that draw visitors from diverse backgrounds. Each element within the area is purposefully designed not only for recreational purposes but also to provide meaningful educational and ecological experiences. The main attractions featured at Ngrowo Bening Edupark include the following::

a. Art Market (*Pasar Seni*)

   The Pasar Seni (Art Market) serves as one of the main attractions within Ngrowo Bening Edupark. Its establishment was initiated by Mrs. Resmiapati on July 24, 2024, coinciding with Indonesia's National Kebaya Day. In its development, she collaborated with the Kebaya Indonesia Community of Madiun to create a cultural expression platform as well as an avenue for local economic empowerment.

The Art Market operates every Saturday and Sunday from 7:00 a.m. to 12:00 p.m. (WIB), although trading activities are permitted daily. The name "Pasar Seni" reflects the diversity of artistic expressions showcased in the area, including traditional dance performances, live painting demonstrations, cultural costume photo sessions, and art galleries. In addition, the market features approximately 20 food stalls offering a variety of traditional Indonesian cuisines such as Soto ayam, Gudeg Jogja, Pempek Palembang, Nasi Manten, Nasi Pecel Madiun, Selat Solo, and *Cenil*, making it a vibrant hub for both cultural appreciation and culinary tourism.

The transaction system at the Pasar Seni features a distinctive mechanism, particularly during its initial phase. At the beginning, trading activities utilized *kreweng* a traditional clay token as a non-cash medium of exchange. However, this system was later considered inefficient by visitors due to the absence of refund procedures or reuse options for the remaining kreweng. During that period, the food selection was limited to traditional local dishes such as *Gatot, Tiwul, And Cenil*. Over time, as visitor demand diversified, the culinary concept evolved to include a wider range of traditional and Indonesian cuisines.

Moreover, specific regulations apply to vendors during market hours. Sellers are required to wear traditional attire, such as *Lurik* or *Jimpitan Solo* patterned kebaya, symbolizing local cultural values and reinforcing the market's heritage identity. The market also allows participation from vendors across the Madiun region, thereby contributing to the enhancement of the local economy. Visitor enthusiasm remains high, with guests coming not only from Madiun but also from other cities such as Jakarta and Solo.tradisional.

Picture 1: Art Market *(Pasar Seni)*

b. Greenhouse

The greenhouse at Ngrowo Bening Edupark functions both as a plant cultivation facility and as one of the site's primary agrotourism attractions. In general, a greenhouse serves as a controlled structure designed to manipulate environmental conditions to optimize plant growth. The establishment of this facility was initiated by Mr. Sutomo under the directive of the Mayor of Madiun and has been operational for approximately four years through a collaboration with PT Nusantara Surya Gemilang.

The main crop cultivated in this greenhouse is the premium "Golden Melon" variety. The facility consists of three active greenhouse units: one utilizing a hydroponic system with a capacity of around 2,000 plants, and two others employing a polybag system. Plant care is conducted meticulously, including manual pollination due to the absence of natural pollinators within the controlled environment. To ensure optimal fruit quality, a strict selection process is applied retaining only the best single fruit per plant. Fertilization combines Merauke micro-fertilizer with organic fertilizer, although the use of organic fertilizer is limited as it tends to slow nutrient absorption, inhibit flowering, and potentially reduce fruit sweetness levels.

The harvest season at the Ngrowo Bening Edupark greenhouse serves as one of the main attractions for visitors. During certain harvest periods, the entire melon yield can be sold out within just one week. Visitors come not only from the Madiun Regency area but also from major cities such as Jakarta, as well as student groups from various schools. The main attraction lies in the visitors' opportunity to directly pick ripe melons from the vines. The

selling price of melons is set at IDR 25,000 per kilogram, and visitors are provided with a device to measure the fruit's sweetness level before purchasing. This facility not only enhances educational interaction between visitors and managers but also strengthens the concept of interactive and participatory agrotourism.

In terms of management, Ngrowo Bening Edupark demonstrates a strong commitment to environmental sustainability. Organic and inorganic waste are managed separately, and visitors are strongly advised not to litter within the tourist area. These practices reflect the management's concern for maintaining cleanliness and aesthetics while promoting environmental awareness among visitors. The development of Ngrowo Bening Edupark continues with a primary focus on constructing a flower garden, fishing pond, recreational area around Trembesi trees, and the addition of two new greenhouse units. These efforts are implemented gradually and sustainably to enhance the site's attractiveness, enrich visitor experiences, and strengthen its vision as an educational and ecological tourism destination.

Picture 2: Greenhouse

Tourism Activities

Ngrowo Bening Edupark is not merely a green tourism destination in the heart of Madiun City for leisure purposes. It also offers a variety of ecotourism activities that integrate the values of education, conservation, and recreation, providing meaningful experiences for both school communities and families.

The ecotourism activities available at Ngrowo Bening Edupark include the following:

1. Melon Picking Activity

   The Melon Picking activity at Ngrowo Bening Edupark is one of the most popular forms of ecotourism offered at the site. This activity serves as an educational experience, guiding visitors through the entire cultivation process from seedling to harvest while also promoting awareness of sustainable agricultural practices. The main attraction of this activity lies in its positive contribution to both environmental conservation and the empowerment of the local economy, creating tangible benefits for the surrounding community.

2. Camping and Scout Activities

   Ngrowo Bening Edupark also serves as a venue for scouting activities, including Persami (Weekend Camp) and *Perjusa* (Friday-Saturday Camp). Scouting is well known for its emphasis on outdoor learning experiences beyond the classroom. According to (Fadillah *et al.* 2021), scouting activities provide numerous positive impacts, one of which aligns with the second point of the Scout Law: Love for nature and compassion for others. This principle fosters environmental awareness and encourages participants to develop a sense of responsibility in preserving nature, making scouting not only an educational activity but also a movement that strengthens community values toward environmental stewardship.

3. Sports and Outdoor Recreation

   The cool and shady atmosphere of Ngrowo Bening Edupark makes it an ideal place for sports and recreational activities, such as jogging and group exercise. In addition, this urban green space in the heart of Madiun City also features a children's play area, providing a safe and enjoyable environment for families. The site is frequently used for school events such as farewell gatherings, educational trips, and other recreational programs. These activities not

only promote health and community engagement but also support the local economy through land rentals and the participation of local micro, small, and medium enterprises (UMKM), aligning with the fundamental principles of sustainable ecotourism.ekowisata.

4. Indonesian Culinary Experience at the Art Market

   One of the main attractions of Ngrowo Bening Edupark is the Art Market (*Pasar Seni*), which offers a variety of traditional Indonesian dishes such as nasi liwet Solo, jenang, and many others. These local culinary offerings serve as an educational medium, introducing visitors to the rich cultureal diversity of Indonesia and emphasizing the importance of preserving regional traditions. The vendors participating in the Art Market are local residents of Madiun City, aligning with the principles of ecotourism development outlined in the Minister of Home Affairs Regulation No. 33 of 2009, which highlights the need for economic benefits to directly support local communities and stimulate regional economic growth. According to (Pramusinta & Reny, 2018), such initiatives empower local residents by providing opportunities to engage in the city's economic development. In addition to its culinary offerings, the Art Market showcases vendors dressed in traditional kebaya attire and includes a heritage gallery, symbolizing the distinctive cultural identity of Indonesia.

5. Flower Garden and Fishing Pond

   Although still under development, the Flower Garden and Fishing Pond are envisioned as upcoming highlights of Ngrowo Bening Edupark's ecotourism activities. In the future, visitors will be able to enjoy a diverse display of blooming flowers while engaging in relaxing and educational experiences. Both attractions strongly align with the principles of ecotourism, promoting education, conservation, and community empowerment. Beyond serving as aesthetic and recreational spaces, the Flower Garden will function as an educational platform that introduces visitors to biodiversity awareness and plant conservation. Meanwhile, the Fishing Pond will provide hands-on learning opportunities about fish cultivation practices and the importance of maintaining aquatic ecosystems.

Educational and Conservation Aspects

Ngrowo Bening Edupark serves not only as a green open space in the city of Madiun but also as an active learning hub that integrates educational and conservation values through various attractions. Two of its main facilities the melon greenhouse and the art market play a significant role in promoting messages of sustainability, cultural preservation, and environmentally friendly agriculture.

1. Education and Conservation in the Melon Greenhouse

   The greenhouse, managed by PT Nusantara Surya Gemilang under the directive of the Mayor of Madiun and built on land owned by PDAM, serves not only as a production site but also as an educational facility introducing visitors especially students to modern closed hydroponic farming techniques.

   a) The hydroponic cultivation system emphasizes efficient use of land and water. It operates on a closed irrigation cycle, where the water used is recirculated back into a storage tank and pumped again, making the process more resource-efficient and environmentally friendly.
   b) Visitors, including kindergarten and junior high school students, are guided to observe the modern agricultural process starting from manual pollination (due to the absence of insects in the controlled environment) to fertilization and harvesting.
   c) The "pick-your-own" activity encourages direct interaction between humans and plants, fostering a sense of appreciation for local agricultural products.
   d) Although the use of organic fertilizers was initially tested, the results were suboptimal, revealing the practical challenges of tropical agricultural conservation. Nonetheless, this approach provides an opportunity to discuss the transition toward sustainable farming practices.

   The greenhouse cultivates premium melon varieties, whose sweetness levels are measured using a refractometer. With an average yield of around two tons per cycle (70–75 days),

it not only functions as an educational medium but also contributes economically. The Premium Melon Greenhouse in Edupark holds strategic value as it demonstrates innovation through hydroponic and polybag systems, serving as a learning platform for students and the public about urban farming, water conservation, and local food resilience. Its presence establishes Edupark as a pioneer of urban public spaces that promote smart, sustainable, and context-based agricultural practices.

2. Cultural Education and Conservation at the Art Market

The Art Market (*Pasar Seni*) adopts an educational approach centered on cultural conservation and local wisdom. Every element of this market is carefully designed to revive and preserve the spirit of traditional community life, serving as a living space where heritage, creativity, and cultural identity come together in harmony.

a) Sellers at the Art Market are required to wear traditional kebaya attire, including the lurik and jimpitan styles typical of West Java. This serves as both a visual and symbolic approach to introducing cultural values directly to visitors.
b) Various activities such as traditional dance performances, cultural fashion shows, and photo sessions in regional costumes function as dynamic tools of cultural education. Many students and schools are actively involved in these events, reinforcing the market's role as a cultural classroom.
c) From a culinary perspective, the market features a range of traditional Indonesian dishes, including *Cenil, Gudeg, Pecel, And Pempek*. Beyond offering local flavors, these dishes provide visitors with insight into the diversity and historical richness of Indonesian cuisine.
d) The market also acts as a social learning space, offering opportunities for local residents to trade, engage in intercultural interaction, and promote the values of cooperation and community empowerment in managing public spaces.

With its art stage, cultural gallery and various educational activities organized by local communities and schools, the Art Market serves not merely as a place of commerce but as a center for preserving and strengthening local cultural identity. Performing arts at Ngrowo Bening Edupark are more than just weekly entertainment—they represent the soul and identity of the area. Amid urbanization and the rise of modern lifestyles, art becomes a vital medium for maintaining cultural continuity while enhancing the site's attractiveness as a tourist destination. Traditional dance shows, kebaya exhibitions, and local music performances create a distinctive and authentic atmosphere for visitors. Furthermore, the inclusion of students and community groups as performers fosters intergenerational learning, strengthens cultural awareness, and nurtures a sense of national pride and artistic literacy within the community.

The Ecotourism Function of Ngrowo Bening Edupark

Ngrowo Bening Edupark serves as an environmentally friendly and educational public space. Its existence has generated significant positive impacts on the surrounding community, particularly in the fields of education, economy, and cultural preservation. From an educational perspective, this site functions as an alternative learning environment for schools in Madiun and nearby areas. It attracts not only kindergarten and middle school students who come for hands-on learning experiences but also members of the general public interested in learning about hydroponic farming techniques and traditional arts. Economically, Ngrowo Bening Edupark provides entrepreneurial opportunities for local residents, particularly through small businesses operating within the Art Market area. The growing number of visitors—including those from major cities such as Jakarta and Solo—has indirectly boosted the income of local micro, small, and medium enterprises (UMKM). In essence, Ngrowo Bening Edupark represents a synergistic model of ecotourism, where education, culture, and economy intersect to promote sustainable community development.

This area also plays a vital role in preserving local cultural sustainability. The emphasis on traditional attire, such as requiring vendors to wear kebaya, and the regular staging of traditional dance performances reflect the centrality of cultural values as the defining identity of the Art Market. Over time, the market has evolved into a meeting point between creative economy and cultural

preservation. It not only serves as a space for economic transactions but also acts as a platform for representing and celebrating local identity. This cultural continuity is further strengthened through the active involvement of educational institutions in various activities, such as traditional dance performances and kebaya fashion shows, which help bridge younger generations with traditional heritage.

In addition to the Art Market, Ngrowo Bening Edupark also features the Melon Greenhouse, covering an area of approximately 10x10 meters. Managed by PT Nusantara Surya Gemilang on land owned by PDAM, the greenhouse was established under the directive of the Mayor of Madiun. It cultivates premium melon varieties using hydroponic and polybag systems, methods that are not feasible outdoors due to the plants susceptibility to diseases.

From an economic perspective, the "pick-your-own" system implemented in this area enhances visitor engagement while offering an authentic tourism experience. The melons cultivated in the greenhouse are of premium quality, priced at approximately IDR 25,000 per kilogram comparable to other high-grade varieties available in the market. In terms of education, this site serves as a hands-on learning platform, particularly for students, to explore modern agricultural practices. Visitors can directly observe the use of pump-based recirculation irrigation systems and manual pollination techniques necessitated by the absence of insects inside the enclosure, providing a tangible example of applied science.

Furthermore, both the greenhouse and the art market contribute significantly to the sites aesthetic appeal. The neatly arranged hydroponic melon plants within polybags create a refreshing green landscape. Meanwhile, the art market showcases vibrant kebaya fabrics, traditional foods, and decorations that embody local cultural identity. The on-site art gallery also offers live painting sessions and photo opportunities in traditional attire, blending cultural heritage with modern technology an attraction particularly appealing to contemporary visitors.

Challenges and Solutions

Ngrowo Bening Edupark in Madiun City serves as an ecotourism-based public space that integrates environmental education with cultural preservation. The area highlights two main components that function both as attractions and educational platforms: the Educational Greenhouse and the Art Market. The greenhouse showcases urban farming practices through two primary methods hydroponics and polybag cultivation while the art market provides a cultural interaction space featuring local culinary products, artistic performances, and a traditional atmosphere presented in an educational manner. Both elements hold significant potential for supporting conservation and learning activities; however, the site also faces substantial challenges in maintaining its long-term sustainability as an ecotourism destination.

The greenhouse at Ngrowo Bening Edupark functions not merely as an urban farming area but also as an educational platform that introduces the concept of sustainable agriculture to the community, particularly to students. Various crops are cultivated using hydroponic systems that are efficient in water and space usage, as well as polybag planting methods that employ soil-based media for growing fruits, vegetables, and medicinal plants. However, the continuity of its educational function has been hindered by the lack of curriculum integration with partner schools, limited availability of educational staff, and unsystematic plant maintenance. As a result, the greenhouse's educational role has become passive and primarily visual rather than participatory (Abdurrahma, 2020).

Meanwhile, the Art Market, which serves as a platform for preserving local culture, faces similar challenges. Although it was designed to revive the atmosphere of a traditional market infused with local arts and culture, the initial transaction system using kreweng (clay tokens) proved inconvenient for visitors from outside the region. Furthermore, the participation of young artists and the continuity of art performances have stagnated due to the lack of consistent mentoring and the absence of a strong promotional mechanism.

Consequently, the educational value and cultural appeal of the Art Market have not developed to their full potential.

One of the major challenges in developing Ngrowo Bening Edupark lies in the underutilization of digital promotion that could reach younger audiences and out-of-town tourists. In fact, the strength of an urban ecotourism destination depends on its ability to build a distinctive and recognizable brand identity. Therefore, Ngrowo Bening's branding strategy should focus on two main directions: digital branding and cultural branding. The digital approach can begin with the creation of active official social media accounts (Instagram, TikTok, and YouTube) showcasing engaging content such as melon harvesting activities, educational workshops, art performances, and visitor testimonials. Collaborations with local influencers, student communities, and school content creators can also help enhance engagement and boost Edupark's digital visibility.

From a cultural perspective, the branding strategy can be strengthened through the organization of regular thematic events such as the Educulture Festival, School Edu-Tourism Competition, and Traditional Art Performances involving schools and local communities. These events are designed not merely as entertainment but as interactive educational platforms that integrate cultural values with environmental education, positioning Edupark as more than just an ordinary urban park. In response to the challenges faced, the management of Ngrowo Bening Edupark has adopted a collaborative approach. Within the Greenhouse area, programs such as "edufarming" and "urban agriculture tours" have been introduced as part of school visit activities, allowing visitors to engage directly in planting within polybags or assembling simple hydroponic systems. Additionally, plant maintenance is now managed by community members and internship students to ensure the continuity of both educational and productive functions. Modernization efforts have also been implemented in the Art Market through the adoption of QRIS digital payment systems, reflecting an adaptation to contemporary needs. However, this modernization should not erase local cultural elements. As a creative solution, the digital transaction system can be integrated with the traditional kreweng exchange to preserve cultural education values. This hybrid approach not only maintains local wisdom but also serves as a learning medium about the importance of cultural adaptation in the digital era harmonizing tradition with technology.

The integration between the Greenhouse and the Art Market creates an ecotourism experience that goes beyond mere recreation, fostering both ecological awareness and appreciation of local culture. Visitors can learn about sustainable farming practices while observing how the harvested produce is processed and marketed within the art and culinary areas. This synergy forms a meaningful connection between food production, environmental conservation, and cultural values, positioning Ngrowo Bening Edupark as an exemplary model of a holistic educational public space. Cross-sector collaboration, the strengthening of educational programs, and the application of adaptive approaches serve as key strategies to address challenges and enhance the sustainability of this community-based ecotourism destination (Siregar *et al*., 2025).

CONCLUSION

Ngrowo Bening Edupark in Madiun City represents an innovative public space that integrates tourism, environmental education, and cultural preservation. The park provides hands-on learning experiences through its two main attractions: the Premium Melon Greenhouse and the Art Market. The Greenhouse introduces modern, space- and water-efficient farming techniques, while the Art Market serves as a hub for cultural preservation through art performances, traditional attire, and Nusantara culinary offerings. Edupark functions not merely as a recreational destination but also as an engaging educational space for visitors of all ages.

Despite its many advantages, the management of Edupark faces several challenges. One major issue is the limited promotion via social media, which restricts its visibility, particularly among

younger audiences. Educational activities in the Greenhouse are not yet fully integrated with school curricula, and cultural events at the Art Market are not consistently held. The adoption of digital payment systems such as QRIS has been helpful, but it should ideally be combined with local symbols like kreweng to maintain the traditional ambiance.

Addressing these challenges requires collaboration among government agencies, schools, cultural communities, and local businesses. Efforts should include enhanced digital promotion, regularly scheduled educational activities, and more engaging cultural programming. In the context of sustainable urban development, Ngrowo Bening Edupark serves as an exemplary model of community-based urban ecotourism that integrates education, culture, and active public participation. Therefore, it is essential for local authorities, educational institutions, and the community to strengthen their synergy in the management, funding, and development of the park to ensure it remains a vibrant, productive, and inspiring public space for other cities in Indonesia.

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