

Creative and Innovative Community-Based Tourism Management in Tegal Waru, Bogor

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Abstract

Purpose: The purpose of this research is to see how the management of creative and innovative community-based tourism villages.

Research methods: The approach method used is an empirical normative approach and uses qualitative methods and direct field research on research objects that are related to the problem under study.

Results and discussions: Tegal Waru tourism village is a rural tourism area that has a variety of agricultural production businesses and entrepreneurs. Community participation in the development of tourism villages is very high. There are tour packages offered including entrepreneur training, charity creativity, outbound on the road, consumption packages, souvenir packages, shopping centers, tourist attractions, business tourism village locations.

Conclusion: Community participation is very high in implementing this village tourism program, because they feel an increase in income and economic life.

Keywords: *Business, community participation, tourism village management model*

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INTRODUCTION

Indonesia is a beautiful country, especially the problem of tourism which contributes significantly to development. Tourism villages in Indonesia are currently well developed. In addition to increasing the number of tourism packages based on rural resources, at present there are many villages that have developed locality-based tourism, such as homestays. However, there are still many tourism activities in rural areas that tend to exploit existing resources. The purpose of building a tourism village is no longer for the welfare of the community and the preservation of the village environment but only to catch up with the number of tourist visits. As a result, many rural tourism attractions are damaged due to the forms of mass tourism that are carried out, even though this will damage long-term rural resource.

A tourism village is a form of integration between attractions, accommodation and facilities that are presented in a structure of community life that integrates with local traditions (Directorate General of Destination Mining, 2009). Tourism village is an alternative tourism

development approach, developing a tourism village as a center for economic, social and cultural activities, one of which can be done by utilizing local commodity-based resources. Tourism Development Strategy is needed for the realization of community welfare (Carlsen & Butler, 2011).

An important element of the development of a sustainable tourism village (Satrayuda, 2010) is training of the community from various levels of education, considering that the management of the village requires quality and professional human resources, another important element is the formation of local entrepreneur groups and their development so that they are able to produce local products such as handicrafts, food/ typical drinks, and other products that can promote the distinctiveness of a tourism village. Bogor Regency, one of the areas in West Java Province and is located in West Java, is a city as a destination for tourist visits that is quite large, reaching 8,625,299 people for domestic tourists and 166,071 people coming from abroad (BPS Bogor district, 2018). It can be said that Bogor district has an attractive tourist destination. One of the signs is the number of hospitality businesses and tourists who continue to experience growth every year and also the attraction of a tourism village where currently there are 25 tourism villages that are well coordinated by the Bogor Regency Tourism Office.

Bogor Regency can be categorized as an area with various potentials, one of which is the potential of a tourism village which is developed into one of the tourist destinations in Bogor Regency. The development of tourism villages cannot be separated from economic factors, namely by increasing the number of tourism villages, the welfare of the people in Bogor Regency will increase.

Based on the background of the problem above, the formulation of the problem is how is the Management Model of Tegal Waru Tourism Village Based on Creative and Innovative Communities in Ciampea Bogor Regency. While the purpose of this study is to see how the management of creative and innovative community-based tourism villages (or Creanova).

RESEARCH METHODS

The approach method uses qualitative methods as well as direct field research on the object of research that is related to the problem under study with the method of data collection through in-depth interviews. Research is carried out by interviewing the regional tourism office and the tourism awareness group that oversees the tourism village carried out with Focus Group Discussion (FGD) and also observation. The selection of informants is based on the criteria that the person concerned understands the business process being carried out and is a stakeholder in the Tegal Waru Tourism Village.

This research is located in Bogor Regency, West Java Province. The research object is a model of a tourism village in Bogor Regency. The type of data used is qualitative data. This type of data is taken from primary data sources which are obtained directly from the survey results. Qualitative data is data in the form of transcripts of interviews, comments from tourists, statements or categories that contain quality and are not numeric (Sudjana, 1996) which cannot be calculated using statistical or mathematical tools. The instrument used in this study, a closed list of questions in the form of interviews.

In developing a tourism village, community involvement is an absolute prerequisite. However, when it comes to involving the community so that they want to participate in the process of developing a tourism village, it cannot just happen. Because every society has its own characteristics. Every community has the potential for conflict and factions. The biggest obstacle usually lies in the issue of capacity and community understanding of the tourism village. Involving the community is the main prerequisite so the process of providing understanding and capacity building often takes a long time.

RESULTS AND DISCUSSIONS

Bogor Regency has several exotic tourist attractions, one of which is in Tegal Waru Village, Ciampea District, Bogor Regency. The business model of those who are often marginalized can also be a source of income.

Tegal Waru Village, which is located at the foot of Mount Salak Bogor, where the air is still very clean, free of pollution, makes us feel at home to stay there for a few days. In this Tegal Waru business tourism village (KWBT), there are several business centers that we can visit and can learn to know what business concepts and creative ideas are made by the village community.

Tegal Waru Tourism Village is a village that has succeeded in managing its natural and human resources so that it becomes a source of competitive advantage through the formation of a Business Tourism Village which is still rare in Indonesia. A unique business model, which offers entrepreneurship education with a value proposition to educate everyone to become an entrepreneur by relying on their core competences and resources with a philosophy to benefit many people. The communities around the village of Tegal Waru Bogor are given entrepreneurship education by directly practicing certain businesses using various mutually agreed methods. In the process and results of the social entrepreneurship practice of KWBT social entrepreneurs there have been 3 (three) types of empowerment, namely 1) economic empowerment; 2) educational empowerment; 3) social empowerment. By empowering the community in Tegal Waru Village by the KUNTUM Indonesia Foundation, the community can carry out their social roles well. The use of resources owned by a region can be a source of competitive advantage when managed properly, considering that each region has a different context.

Tegal Waru Village is a tourism village management activity, with a model of utilizing existing resources and can be a source of excellence and managing it differently from other places. The concept of Tegal Waru Village is to improve small and medium enterprises (UKM) in the context of empowering the surrounding community. This village was founded in 2010 and has been able to improve the village's UMKM business. A very simple and creative concept to build a tourism village area without having to think complicated to find investors, only with togetherness and enthusiasm to move forward, Tegal Waru villagers are able to make their village a business tourism village. Currently the village is described as a tourism village by mentioning the Tegal Waru tourism village. Tegal Waru tourism village currently has various businesses as in below table.

Table 1. Types of business in Tegal Waru Tourism Village

No	Business Name	Information
1	Processed medicinal plants/ herbs	
2	Ranch	
3	Ice Cream Making	
4	Craft Bags	
5	Cake	
6	Bronis Cake	
7	Craft Industry	
8.	Accessories	
9	Patin fish, catfish seeds, freshwater fish	
10	Coconut Jam	
11	Nata de coco processing	Merk Wong coco
12	Paper recycling crafts	
13	Machete industry, hoe, booth	
14	Rabbit cattle	
15	Goat/ sheep, cow	
16	Yogurt production	
17	Various chips	
18	Puppet show	
19	Drum	
20	Flour trinkets	
21	Hijab industry	
22	Jacket craft	
23	Donut	

24	Crackers	
25	Oyster Mushroom	
26	California Papaya,	
27	Crystal Guava and others	

Source: Processed data (2020)

According to the pioneers, the establishment of this village, namely Tatic, mentions that there is a uniqueness of the village of Tegal Waru, since its establishment nine years ago, it has been visited by more than 500 thousand tourist visitors, to see the uniqueness of this tourism village so that visitors are inspired after visiting this tourism village. The partnership that has been established by the Tegal Waru tourism village is with 15 types of MSMEs from 35 UKM products. It turns out that the uniqueness of this village looks different from other villages in Bogor district, namely, from various types of businesses, there are all here and including to learn the theory of the marketing business. In addition to various businesses in Tegal Waru village, there are also residents who focus on providing training for residents and visitors who come and want to learn about processing medicinal plants, cakes and so on, and not only that, they are often invited to various regions to provide this training.

As explained by the pioneers of business activities in the village of Tegal Waru, in addition to partnerships, the pioneers of this tourism village also provided capital assistance to business actors and assisted in their marketing which was carried out both traditionally and online marketing of products produced through online services has been to several countries such as for herbs sent to Malaysia, Hong Kong, and Saudi Arabia. Not only for foreign consumption, but domestic products have also entered all regions with the cheapest price of 10,000-200,000 from various types of herbs. With the condition of MSMEs where their management is still conventional, in order to improve the quality and quantity of products that are competitive, Tegal Waru MSMEs from time to time need to be branding through trademark registration, association creation and e-commerce optimization.

From the product which is quite good to the turnover value. In the bag business, for example, they get a net profit of up to 20 million rupiah per week. as well as the nata de coco business, crackers, animal husbandry, etc. So far, there are several products that are routinely marketed in sub-districts such as crackers and other foods. Some go through an agent to Pasar Senen like a bag. There are also traders such as catfish seeds. Then through the online shop and various media and TV. For this media, it does not incur any advertising costs at all but through diligently writing and inviting journalists to raise the business profile of the Tegal Waru village and with this media the upstream and downstream chains can be directly connected. Every event, inviting journalists to cover and to survey and hold visiting students and their retired guardians. There is also an association of PAUD (kindergarten) teachers, POLDA (regional police) throughout Indonesia, and even schools outside West Java.

The visitor response was satisfied with all the training provided and inspired to do a home industry-based business. Over time, SMEs with new products continue to grow. The turnover of Tegal Waru's UMKM reaches 2 billion rupiah, there is a profit sharing, as the manager gets the benefits of the event, and the SMEs get a fee (ticket) from every visitor, while the transaction results from the sale of the product are fully owned by the UKM. Every purchase from visitors who come, at least each UKM can get sales of at least 700 thousand rupiah and even up to 2 million rupiah. All women caretakers and the mission of this foundation is to advance rural women and provide creativity training for them to have skills and be economically independent in their families. This means that without having to work outside the home, they have been able to provide additional income for their families. Several SME centers that become partners are believed to be the best herbal centers in Bogor Regency and have participated in several provincial competitions.

Table 2. UKM that have been covered by Media or TV

No	Name TV	Activities
1	ANTV	Great women

2	MNCTV	Morning coverage, Afternoon inspirations, Among us
3	Trans 7	Unyil's laptop
4	Metro TV dan NET TV	Knitting Asa

Source: Processed data (2020)

In addition to the development of SMEs, there are also tour packages offered, including entrepreneurial training, charity creativity, outbound on the road, consumption packages, gift packages, shopping centers. Facilities that do not yet exist in Tegal Waru are, among others, as in the following table

Table 3. The planned facilities were built

No	Amenities	Allocation
1	Permanent training center	Procurement of training
2	PesantrenPreneur	BMI ex Hong Kong
3	Building a sharia financial institution	To be a pioneer
4	Community based business incubator	Which is used as an example for other regions
5	Continue to campaign for the role of female social entrepreneurs around the world.	
6	Want to build a new SME plasma in Tegal Waru	
7	Make the KWBT cluster as the core plasma (welcome area)	
8	Socializing to many parties about Tegal Waru's UKM	
9	Producing these UKM owners who are knowledgeable and able to transfer their experiences to many people	

Source: Processed data (2020)

CONCLUSION

The results of the study are. Tegal Waru tourism village is a rural tourism area that is no less interesting and offers cultural potential. Has various agricultural production businesses as well as entrepreneurship

The model applied in the Tegal Waru tourism village is a village model that manages its natural and human resources so that it becomes a source of competitive advantage through the formation of a Business Tourism Village which is still rare in Indonesia.

Community participation in the development of tourism villages is very high. In addition to various business prospects, there are also tour packages offered including entrepreneurial training, charity creativity, outbound on the road, consumption packages, gift packages, shopping centers, tourist attractions, business tourism village locations, while visitors are from domestic and foreign.

Community participation is very high in implementing this tourism village program, because they feel an increase in income and economic life.

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