

**EMPOWERMENT OF THE TOURISM ACTIVISTS GROUP ((KOMPEPAR)
IN DEVELOPMENT OF SUKAGEURI VIEW TOURISM DESTINATION
IN KUNINGAN REGENCY**

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ABSTRACT

The main problem faced by the Tourism Activists Group (Kompepar) in Sukageuri View Kuningan Regency is that a policy network has not yet been formed to form partnerships in developing tourist destinations in the region, due to lack of communication skills, resources and capital. The purpose of this community service is to guide the Kompepar to communication knowledge in exploring existing tourism potential with the resources needed to build a policy network through community, government, and industrial / business partnerships needed to develop the existing tourism potential. The methodology for community service is divided into 3 (three), namely observation, training and simulation. The results of the dedication show that Kompepar empowerment in developing tourist destinations in Sukageuri View Kuningan District requires a policy network that is by building partnerships / cooperation with various parties (public private partnership) both the government (Cisantana village officials and the Office of Youth, Sports, and Tourism (Disporapar) Kuningan Regency, community tourism activist group (Kompepar) Sukageuri View, as well as business / private sector including PLN Cikijing and West Java International Airport (BIJB) to strengthen synergy in promoting tourism and Kuningan's creative economy Impact on the community arising from the development of destinations This tour is quite good, which can increase daily income to meet their needs by conducting a creative economy in the area around the tourist attractions so that the community's economy becomes better, the level of people's welfare increases

Keywords: Policy Network, promotion of tourist destinations, Public welfare.

A. Introduction

The area of West Java is famous for its various natural beauties that are rarely possessed by other regions in Indonesia, West Java has cool air because it is surrounded by mountains which makes this area has beautiful and charming tourist attractions ranging from beach, forest, mountain, and plantation tourism; not only natural

attractions but there are also cultural tourism attractions, culinary or places to eat unique concept and entertainment.

Kuningan Regency is a district in West Java which has a million charms and natural panoramas that are still hidden and amazing, ranging from cultural sites, historical sites, contemporary photo spots, Mount

Samopai waterfalls that are very spoil the eyes, One of them is Sukageuri View tourist attraction located under the foot of Mount Ciremai, Cisantana Village, Palutungan Hamlet, Cigugur District, Kuningan District, West Java 45552. Sukageuri View has an area of approximately 30 hectares with an altitude of approximately 1780 meters above sea level.

Sukageuri View was first developed into a tourist attraction in 2017 by BUMDes Cisantana. Previously, the location of Sukageuri View was a stone quarry, which became one of the livelihoods in the Cisantana Village area. BUMDes Cisantana sees the potential of the stone quarry to be a tourist attraction that sells beautiful scenery so that it has its own attraction for visitors. Then, finally, the stone quarry was developed into one of the natural attractions managed by the Cisantana BUMDes (Village-Owned Enterprises) that offer natural beauty that spoil the eyes of the visitors as well as a respite from the hustle and bustle of urban life. Sukageuri View also offers several facilities, such as a camping area, a number of photo spots with a mountain and rural background, a swimming

pool, a child-friendly rabbit park, and a new development area intended for Edelweiss plant education tours, as well as a number of eating places and a tavern. coffee called Waja Kopi. Sukageuri View will become an integrated area with several other tourist objects in Cisantana Village, including, CurutPutri Palutungan, Bukit Panembongan, and Cisantana Park so that it becomes a place to relax while enjoying the natural scenery.

In its operational hours, Sukageuri View is open every day from 08.00 West Indonesia Time to 23.00 West Indonesia Time. It offers a variety of photo spots in this area ranging from star-shaped, crescent, boat and many more, not just photo spots that show natural beauty but there are several buildings which can serve as a place to take pictures and play such as parks, rabbit houses and house-shaped walls. In addition to taking pictures there are several public facilities that have been built such as toilets, prayer rooms, stalls and even cafes. All facilities were built from the results of the entrance ticket managed by the public (Kompepar) to develop this tourist attraction. But unfortunately there is no special attention from the local

government to help develop the potential of these attractions which can improve the economy of the surrounding community. For access road to Sukageuri View, this is good enough, but there are still less public transportation passing through the lane, the road from the entrance to the location is still not good and still being improved; also not highlighting folk crafts and the characteristics of agricultural produce and local culture. Based on the analysis of the situation above, Kompepar in developing the tourism destination Sukageuri view of Kuningan Regency encountered several problems including the following aspects:

1. Promotion; Kompepar as a tourism business actor lacks expertise in managing and promoting tourism potential in the area
2. Resources; Sukageuri View Kuningan Regency has not highlighted the characteristics of agricultural products, culture, and folk crafts.
3. Capital; Kompepar as a tourism business do not understand the assistance of banks and investors, only limited to using personal money.

4. Partnership, village officials and Kompepar in managing the existing tourism potential have not cooperated with various parties, especially with investors and private companies in the vicinity such as PLN Cikijing and BIJB.

The main problem faced by partners is Kompepar as a tourism business in Sukageuri view Kuningan Regency is not yet able to build a policy network by conducting cooperation / partnerships in exploring the creative economic potential associated with the characteristics of agricultural products, culture, and craft of the people as well as capital assistance (guarantee) to develop creative and innovative products in developing tourist destinations in the area; resulting in a lack of maintenance in waste management, toilets, gazebo access roads, management of park land.

The target expected by partners from community service activities is Kompepar as a tourism business actor in Sukageuri View, able to build a policy network through public private partnership with various parties, namely the Cisantana Village apparatus, the Office of Youth, Sports and Tourism (Disporapar) Kuningan

Regency , Kompepar, PLN Cikijing, and BIJB as well as other private companies, as well as academics in managing the tourism potential of Sukageuri View can develop tourist destinations by:

- a. Changing the way of socialization, the management of Sukageuri view by carrying out programs that are loaded with local content, balanced tourist attractions as part of their main mission in providing the beauty of tourism to visitors so that it becomes a pinunjul tourism village in Kuningan Regency.
- b. Create official accounts on social media such as Instagram, Twitter, Facebook and Youtube to promote the Sukageuri View travel destination.

Expected output is the formation of a policy network through public private partnership with various parties, namely the Cisantana Village apparatus, the Office of Youth, Sports and Tourism (Disporapar) of Kuningan Regency, Kompepar, PLN Cikijing and BIJB, as well as other private companies and academics so that can develop Sukageuri View wisata destinations Kuningan District.

The resulting output is:

- a. Tourism blog contains videos of activities
- b. Print Media (Newspapers)
- c. PKM Accredited Journal

B. Method of Implementation

The approach methods used in this community service are as follows:

1. Training, which includes business management in terms of analysis of market destinations and tourism promotion and human resource management.
2. Assistance, the training method applies the results of training that includes analysis of market destinations and tourism promotion and human resource management so that partners can be directed and guided in accordance with the results of the training in order to build a policy network to be able to have expertise and capital to promote their areas as tourist villages pinunjul in Kuningan Regency
3. BIMTEK, technical guidance is given so partners can build effective work teams, partners can create a policy network in tourism promotion, partners can participate in socializing regulations.

The procedure of this PKM activity is carried out through several steps:

- a. Identify the potential and constraints of activities
- b. Compile / compile data needs as a basis for carrying out activities
- c. Develop an activity program
- d. Conduct counseling on policy networks
- e. Practice implementation activities: training
- f. Evaluate the results of activities
- g. Reporting the results of activities

The implementation of PKM activities by taking into account the concept of 5W 1H; what activities, who target the activities, where the activities are carried out, when the activities are carried out, why they are carried out, and how they are carried out.

The types of partners in this activity are active, cooperative and productive with the type of tourism business partner group (Kompepar). The role of partners is to provide suggestions in the strategy of building a policy network in the promotion of tourism destinations Sukageuri View in Cisantana Village, Cigugur District, Kuningan Regency both in participation in the form of material,

energy, ideas or participation in other forms.

The aspects evaluated in the PKM activities are:

1. Strength; owned by the Department of Youth, Sports and Tourism (Disporapar) is to have facilities and authority / policies in the field of tourism.
2. Weaknesses; faced by business actors (Kompepar) is the lack of ability to raise funds for tourism business activities.
3. Opportunities; namely the opportunity between the Department of Youth, Sports and Tourism (Disporapar) with the Kompepar community to establish a policy network in increasing the promotion of Sukageuri View tourism destinations in Cisantana Village, Cigugur District, Kuningan Regency

Based on the evaluation it will be seen whether PKM activities are considered sufficient, need follow-up, or need to be referenced.

The training activity was held for one day, which was on January 28, 2020 in the Cisantana Village Hall, Cigugur District, Kuningan Regency, to the Sukageuri View Tourism

Activists Group (Kompepar), Kuningan District, which amounted to 30 (thirty) people.

Material on Policy Networks through Public Private Partnership Partnerships was delivered by Dr. Ine Mariane, M. Si. with presentations / lectures on how to build partnerships through public private partnerships.

In the training to build a public private partnership provided by Dr. Ine Mariane, M.Sc. , participants must first determine the targets to be achieved, what sector will be worked on, and who is involved, then build mutual understanding and trust between all parties involved regarding the objectives to be achieved, the obligations of each party to partner with, and what will be produced and obtained by each party, also the possibility of loss that will be experienced. This training and simulation aims to train the formation of cooperation between the community, government and the private sector

Technical training on managing and promoting tourism was given by Dr. Imas Sumiati, M.Si. about how techniques market / sell tourist destinations based on the

characteristics of the region. Participants are equipped with knowledge of how to develop promotions about the creativity and innovation of original products through the website, and simulations are made to make promotional tools.

Training on Improving Community Welfare was provided by NR.Ruyani, S.Sos. M.Sc. namely how to utilize the local workforce (HR) so that they can manage their local potential so that they can contribute to the surrounding community and become a superior product of their region.

C. Result and Discussion

The results of community service activities in Sukageuri View, Cisantana Village, Cigugur District, Kuningan Regency, namely building a Policy Network through public private partnership to form partnership partnerships to gain the ability to explore and manage potentials that have distinctive features of the crops, culture, and crafts of the people and capital assistance (guarantees) to develop creative and innovative products in developing tourist destinations in the area; thus becoming

a balanced tourist destination as part of their main mission in providing the beauty of tourism to visitors so that it becomes a pinunjul tourism village in Kuningan Regency

a. Preparation

In the initial stages, observations and interviews were conducted directly with partners, this aims to determine the description of the condition of partners and to find out the problems / obstacles faced by Kompepar as a tourism business actor as well as village officials who act as facilitators in tourism development, so that activities can be identified what should be done or become an Action Plan in community service which includes recording participants who will take part in the training and instructor readiness as part of the service team, arranging activity schedules, preparing materials and preparing a place for activities to take place.

b. Implementation

The second stage is the implementation stage in the form of: Training how to build or form a policy network through cooperation / public private partnership partnerships with various parties, then followed by training on how to manage tourism

potential which includes: Identification of the potential and constraints of activities, compiling / compiling data needs as a basis in carrying out activities, compiling program activities, holding counseling on policy networks, practice implementation activities: training, the last is the monitoring stage. In this last stage, the community service team conducted a joint simulation of Kompepar as a tourism business and village apparatus on how to form a policy network through cooperation with PLN Cikijing and BIJB companies in the region, so that the obstacles and difficulties encountered can be addressed with the policy network strategy through public private partnership which is expected to develop the tourism destination Sukageuri View Cisantan Village, Cigugur District, Kuningan Regency.

Expected output is the establishment of a Policy Network through public private partnership to form a partnership to gain the ability to explore and manage the potential that has the characteristics of agricultural products, culture, and handicraft as well as capital assistance (guarantees) to develop creative and innovative products in developing destinations

tourism in the area; thus becoming a balanced tourist destination as part of their main mission in providing the beauty of tourism to visitors so that it becomes a pinunjul tourism village in Kuningan Regency



Figure 1. Training and Simulation Activities

D. Conclusion

Community service activities at Sukageuri View, Cisantana Village, Cigugur Subdistrict, Kuningan Regency were carried out to improve the ability of the Tourism Driving Group (Kompepar) to manage and develop the Sukageuri View tourist destination in Kuningan District so that it could become a Pinunjul Tourism Village in Kuningan District, through the establishment of a policy network. Policy network formation is carried out through a public private partnership

approach to be able to increase partnership cooperation between various stakeholders, where the village apparatus and Disporapar must be able to facilitate the direction of tourism policy, Kompepar as a tourism business actor with the ability to manage tourism can explore tourism potential that has the characteristics of the region. so that it can attract investors in this case surrounding companies such as PLN Cikijing and BIJB to be involved in tourism investment, so as to create synergy in increasing tourism in Sukageuri View village of Cisantana, District of Cigugur, Kuningan Regency. The development of Sukageuri View tourism in Cisantana Village, Cigugur Subdistrict, Kuningan Regency is carried out by forming a policy network that emphasizes understanding among tourism actors, namely: village officials, Disporapar, Kompepar, and companies around the region such as PLN Cikijing and BIJB; so that synergy occurs to strengthen the promotion of existing tourist destinations to realize the Pinunjul Tourism Village in Kuningan Regency.

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