

TOURIST VILLAGE DEVELOPMENT THROUGH COMMUNITY EMPOWERMENT APPROACH

Andre Suryaningprang¹, Listri Herlina², Detya Wiryany³, Kartika Nuradina⁴

^{1,2,3,4}Universitas Indonesia Membangun, Jl. Soekarno Hatta No.448, Bandung, Indonesia

¹andre.suryaningprang@inaba.ac.id, ²listri.herlina@inaba.ac.id, ³detya.wiryany@inaba.ac.id,

⁴kartika.nuradina@inaba.ac.id

ABSTRACT

The tourist area is a tourism asset of a government that must be maintained and developed with all its attractiveness and uniqueness. Tourist visits to a place depend on the advantages possessed by the area. Tourism villages certainly have an effect on the economy of an individual, community to a region. Cibaduyut is one of the tourist destinations in the city of Bandung, which has been known since 1920 as the hometown of the shoe craftsman industry. Cibaduyut shoes are one of the many tourist products that are targeted by many tourists when visiting this shopping tourism area. Unfortunately, the fame of this shoe shopping tourism area is not supported by the current conditions of the shoe craftsmen, Chinese products dominating the market, competition with newcomers, hampered regeneration, raw leather materials that are hard to find, and limited capital are the main obstacles. experienced by shoe workshop owners and shoe craftsmen. The main problem faced is the promotion or marketing capabilities of the products. The solution that will be provided uses the 3 A concept approach (Attraction, Accessibility and Amenity). Training on digital-based promotions, and ongoing assistance so that partners can independently increase demand and manage the tourist area. The output targets are increasing demand for products, increasing visitors, improving managing of the tourist areas.

Keywords: Tourism Village, Wisdom Local, Promotion

A. Introduction

Cibaduyut is one of the tourist destinations in the city of Bandung, which has been known since 1920 as the hometown of the shoe craftsman industry. In 1940, shoe craftsmen in Cibaduyut increased by 89 people, in 1950 it increased to 250 which then grew to 4000 craftsmen. This increase is the quality produced by craftsmen so that the number of demand is increasing. In 1978 cibaduyut became the largest shoe

manufacturing center in the city of Bandung and the Cibaduyut residential area which initially produced shoes and marketed and sold them on site. developed into one of them Shoes Tourism Market Area (Shoe Tourism). This shoe craft tourism area is located in Bojongloa Kidul District, this shoe craft tourism area is famous for its shoe industry center, many domestic and foreign tourists who come to this tourist area only to shop for original

Cibaduyut shoes. The Cibaduyut shoe craft tourism area has received an award from the Indonesian Record Museum (MURI) as the longest industrial area (2 km long) specifically for the shoe industry center.

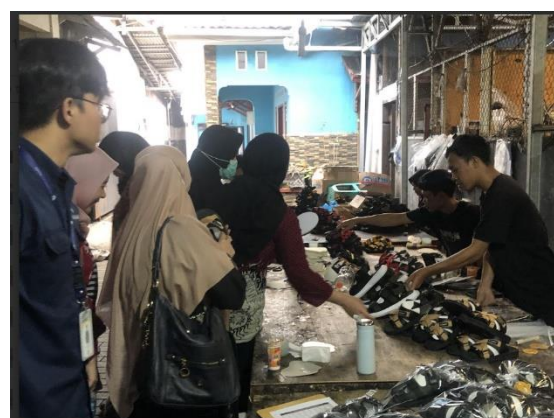
the Cibaduyut Tourism area experienced a negative impact with the outbreak of the Covid-19 Pandemic in Indonesia which caused no tourist visits and the abandonment of the tourism sector by the community. During the pandemic, many shoe manufacturers almost went out of business because there were no visitors, so demand fell. Apart from the pandemic, another obstacle that has made more and more Cibaduyut leather craftsmen stop is the difficulty in promoting their products. Many artisans who have made high-quality products, but are constrained in terms of marketing. In addition to the shoe center, the attractiveness of other Cibaduyut tourist areas such as Moqom Mama Grandma's religious tourism, culinary tourism typical of the city of Bandung has also experienced a negative impact.

The declining visitor of Cibaduyut as a tourist area, especially shoe craft tourism in the city of Bandung. It is assumed that because the number of original Cibaduyut shoe craftsmen is becoming scarce, besides that the scarcity of original Cibaduyut shoe craftsmen has caused the production of

original Cibaduyut shoes to decline, because the shoes in shops along Cibaduyut street are factory-made shoes whose quality and price are very different from the original shoes made by the Cibaduyut people. .

In order to maintain the Cibaduyut tourist area, it is necessary to carry out various approaches, it is the 3 A concept approach (Attraction, Accessibility and Amenity) based on the concept created by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Rachman & Suprina, 2019) so that it can be identified as Attraction (tourist attractions) in the Cibaduyut area are as follows:

(1) Leather shoe center:



(2) Shopping center,



(3) Makam mama eyang,



(4) cibaduyut culinary tour



Accessibility factor when viewed from the city of origin of potential visitors such as Cianjur, Sumedang, Garut, Bogor, Cirebon, Subang, Indramayu equipped with roads in good condition, the availability of provincial level roads as well as city-regency roads that have been reinforced with concrete means that the accessibility factor is in good condition.

The Amenity factors found in the Cibaduyut Tourism area are mostly factors related to hospitality community gardens, many lodgings are found with various facilities and prices, transportation that is easy to obtain. Based on this background, an innovation is needed to revive the Cibaduyut tourist area by providing assistance to the Cibaduyut tourist area through tourism package products based on local wisdom in the sub-sectors of: (1) product marketing assistance, (2) management of the tourism area for shoe craftsmen (3) management of religious tourism areas (4) management of culinary tourism areas.

B. Methods Of Implementing

Intensive activities will be carried out in 2023 using scheduled counseling and training methods. With theory and practice sessions delivered by speakers in the fields of Marketing, Business Management, Communication and accompanied by

proposing lecturers from management, communication science and psychology study programs and students. The concept of tour package elements which are the focus of the 2023 PKM Incentive program can be seen in Figure 1:

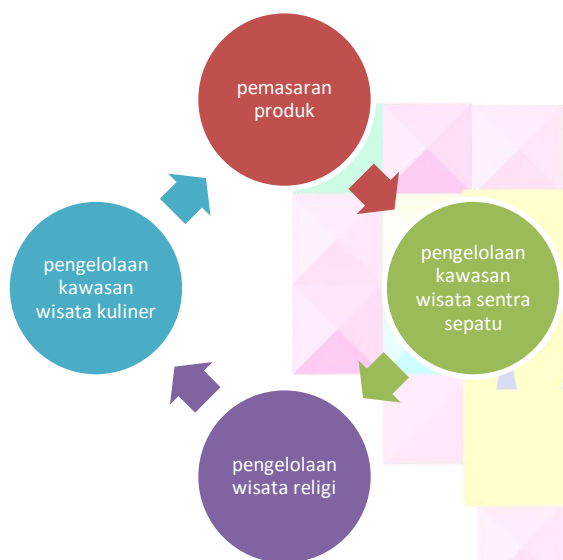


Figure 1. Forming Elements of a Tourist Package which are the focus of activities

(Source: Analysis Results, 2023)

Thus, a roadmap can be made which can provide an explanation of the order in which the 2023 PKM Incentive Program process starts from; (1) program introduction and mapping, (2) implementation of PKM which is carried out in three stages, (3) monitoring and evaluation of the program, and (4) reporting of the 2023 PKM Incentive Program in the form of activity report texts, community service journals, publications mass media (both in the form of scripts and films).

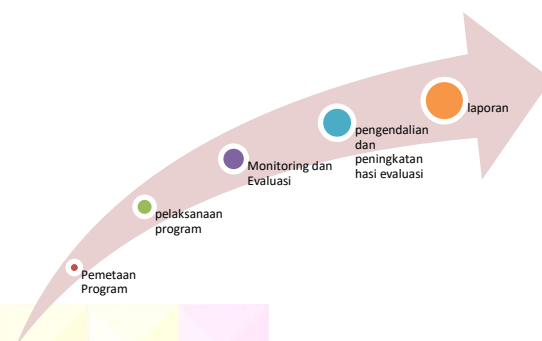


Figure 2. Roadmap for the Implementation of the Assistance Program (Source: Analysis Results, 2023)

1. Program Mapping

At this stage the team communicates with related parties so that in this initial process the initial conditions of the tourist area will be obtained. Discuss the needs in order to increase visitors and management of tourist areas. Mapping and tracing is an effort to synchronize the PKM program with related parties. This mapping uses a desk review approach and qualitative data analysis through in-depth interviews with program implementers and policy makers. Activities in this study include synthesizing various literature and sources to obtain a population map of tourism potential in the Cibaduyut area.

2. Program Implementation

After the mapping is done, the implementation of counseling and training

is carried out in the tourist area by involving the movers of the tourism village, namely the Cibaduyut community. Counseling is carried out face-to-face and training is carried out related to certain skills to be achieved in the management of tourist areas.

3. Monitoring and Evaluation

Monev is one of the series in the stages of Community Service implementation activities. The stages in question include proposing, implementing and reporting. Thus, monitoring and evaluation of community service must be carried out to ensure that Community Service activities have been carried out in accordance with the objectives, and are in sync with the mapping that has been implement. Monev is planned to be implement twice during this mentoring process. Evaluation activities are carried out by conducting interviews and observations.

The evaluation process is implement online through offline and online. After the data is collected, it can be seen the obstacles that arise, how to control and improve what will be done afterwards

4. control and improvement

The results of monitoring and evaluation will be continued by controlling if problems occur which are known through evaluation and after control is carried out efforts will

be made to improve program implementation. This control and improvement is useful for improving implementation.

5. Reporting on the Assistance Program

Reporting on the activities of the Tourism Area Assistance Program is carried out at the end of program implementation by making important notes related to implementation and monitoring & evaluation as well as control and improvement.

C. Results And Discussion

The condition of the Cibaduyut Tourism area when the Team conducted counseling and training was still trying to increase market demand for the products produced. the increase in the tourist area in the Cibaduyut Tourism Area is accompanied by innovation and the concept of a tourist village which is formed in an overnight tour package compared to tourism activities before the Covid-19 Pandemic which was only oriented towards visits that did not stay overnight (Rachman et al., 2020). The output of this activity is the dynamics of the development of tourism activities and products as well as the improvement of existing tourism facilities in the Cibaduyut tourist area. Monitoring is carried out simultaneously with the arrival of the Assistance Team for the Cibaduyut

Tourism area when they will conduct technical guidance.

Output

At the beginning of the PKM Intensive Program activities in the Cibaduyut Tourism area, it was discovered that tourism activities were trying to RISE after being affected by the Covid-19 Pandemic which caused no visits to tourist sites. This PKM Incentive Program provides an opportunity for tourist areas to innovate in product marketing by increasing the quality of human resources and product variations that will become a mainstay. In stage I, the implementation of the PKM Intensive which involved the community, craftsmen, managers and regional apparatus of the tourism area resulted in the following outputs:

1. Marketing Counseling and Training

The output of stage I training and counseling resulted in a marketing strategy, increasing understanding of craftsmen, business owners, to increase product variety and highlight product uniqueness.

2. Counseling and training in the management of the Shoe Sentra Tourism Area

Counseling and training in the management of tourist areas in stage I resulted in management performance in the management of tourist areas through the

theory and practice of managing shoe center tourism areas.



3. Counseling and training in the management of religious center tourism areas

Counseling and training in the management of tourist areas in stage I resulted in management performance in the management of tourist areas through the theory and practice of managing religious center tourist areas.

4. Counseling and training in the management of Culinary Center Tourism Areas

Counseling and training in the management of tourist areas in stage I resulted in management performance in the management of tourist areas through the theory and practice of managing culinary center tourist areas.

Benefits of Community Service Results

It is hoped that the Cibaduyut Tourism Area can increase visitors and can increase sales of its products and can independently

improve marketing strategies that are more creative and reach wider marketing. The 2023 PKM program in the form of counseling and training is expected to be useful in increasing the motivation of craftsmen and managers so that the demand for tourists increases.

D. Conclusion

The 2022 PKM program was held for two months where the process and time for implementing this PKM activity was very appropriate because it gave new enthusiasm to the tourist area after experiencing the negative impact caused by the spread of the Covid-19 Pandemic. Thus, the conclusions that can be obtained from this activity are:

1. There is participation from the local community, especially craftsmen, owners and managers to take part in the Community Service Program (PKM)
2. The PKM program carried out by the lecturers from the proposing team also involved students from the Management and Communication Studies Program.
3. There is collaboration between the proposing lecturers, students, resource persons, and the local community in every activity carried out, both in theory sessions and in practical sessions.



REFERENCES

- Asharine, Loulasela. 2013. Identification of Innovation Development Processes in Cultural Tourism (Case Study: Saung Angklung Udjo, Bandung City). Bandung: ITB Regional and City Planning Final Project.
- Herlinawati, E., Suryana, Ahman, E., & Machmud, A. (2019). *The effect of entrepreneurial orientation on smes business performance in Indonesia. Journal of Entrepreneurship Education*, 22(5).
- Herlina, L., Suryaningprang, A., & Meltareza, R. (2022). *THE OPTIMIZATION OF MARKETING CHANNELS TO INCREASE BUSINESS INCOME OF LEMON FARMERS IN LEMBANG, INDONESIA*. Inaba of Community Services Journal (Inacos-J), 1(1), 48-55.
- Rachman, AF (2014). Geography of Java and Bali Tourism. National Media.
- Suprina, R., Rachman, AF, & Fitriana, R. (2019). Increasing the Capacity of the Cikolelet Tourism Village Through the Assistance Program. *Journal of Tourism Empowerment*, 1(1), 26–35. <http://jurnalpariwisata.stptrisakti.ac.id/index.php/JPP/article/view/1325>

Wijasa, HKS, Perbangsa, AS, & Dewanti,
R. (2018). Designing “Tourist Village -
Pasirmulya” Website Through
Knowledge & Technology Transfer.
Iccd, 1(1), 356–
361.<https://doi.org/10.33068/iccd.vol1.iss1.53>

