

## **MENINGKATKAN EKONOMI LOKAL MELALUI PARIWISATA PEDESAAN: STUDI KASUS DESA CISEENG**

### **ENHANCING LOCAL ECONOMIC THROUGH RURAL TOURISM : CASE STUDY CISEENG VILLAGE**

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#### **ABSTRACT**

Five aspects in the development have been observed namely transportation, accommodation, food and beverage facilities, tourist attraction, souvenir. This study use qualitative study approach. The data used are primary and secondary data collected in several ways including observation, interviews, documentation and literature. This study focusing on identify potency of Ciseeng village, business opportunity and employment and marketing strategy to enhance local economy. Result show that there is open wide opportunity for Ciseeng village to enhance local economy through rural tourism, operated and managed by community. Motivation and commitment to learn and to grow are needed in this community. This study was conducted with the aim of giving input and encouraging creativity to the local community, the Government of Bogor Regency, the Tourism Local Community Leader to enhance local economy.

Keywords : Ciseeng, local economy, rural, tourism

#### **ABSTRAK**

Lima aspek dalam pembangunan telah diamati yaitu transportasi, akomodasi, fasilitas makanan dan minuman, objek wisata, cinderamata. Penelitian ini menggunakan pendekatan studi kualitatif. Data yang digunakan adalah data primer dan sekunder yang dikumpulkan dalam beberapa cara termasuk observasi, wawancara, dokumentasi dan literatur. Studi ini berfokus pada mengidentifikasi potensi Desa Ciseeng, peluang bisnis dan kesempatan kerja serta strategi pemasaran untuk meningkatkan ekonomi lokal. Hasil menunjukkan bahwa ada peluang terbuka lebar bagi Desa Ciseeng untuk meningkatkan ekonomi lokal melalui pariwisata pedesaan, yang dioperasikan dan dikelola oleh masyarakat. Motivasi dan komitmen untuk belajar dan tumbuh dibutuhkan di komunitas ini. Penelitian ini dilakukan dengan tujuan memberikan masukan dan mendorong kreativitas kepada masyarakat setempat, pemerintah Kabupaten Bogor, tokoh masyarakat pariwisata lokal untuk meningkatkan ekonomi lokal.

Kata kunci: Ciseeng, ekonomi lokal, pedesaan, pariwisata.

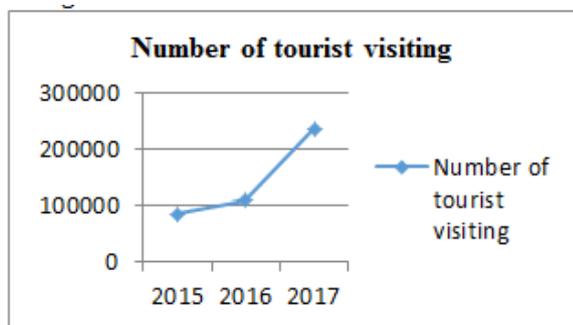
## INTRODUCTION

Based on data 2017 from Culture and Tourism Board of Bogor Regency, revealed that Bogor Regency have 298,838,31 hectare area, geography between 6°18'0"North latitude and 106°18'0" - 107°13'30" East longitude with variants form morphology type areas from low terrane in north and plateau. Majority morphology of Bogor Regency are plateau, hills, and mountain. It means Bogor Regency is rich of nature attraction, dominated by Taman Nasional Gunung Halimun Salak and Taman Nasional Gunung Gede Pangrango, waterfalls or local people known as curug.

Data from Culture and Tourism Board of Bogor Regency, showed there are 64 natural and manmade attractions on 2017 are resort pengelolaan taman nasional (5 tourist attractions), resort pengelolaan taman nasional Cimande (curug santa monika), resort pengelolaan taman nasional Tapos, resort pengelolaan taman nasional Cisarua (3 natural attractions), Perhutani Asper Ciawi (55 tourist attractions), RHU/rekreasi hiburan umum (7 tourist attractions), and rural attraction.

Rural tourism become tourist attraction on 2015 and number of tourists visiting from year to year has increased. On 2015, numbers of visitor showed data on 87,476 visitors, 2016 showed number of visitors are 111,873 visitors, and 2017 number of visitors are 238,697 visitors. The graph of increasing number of rural tourism visitor can be seen in Figure 1.

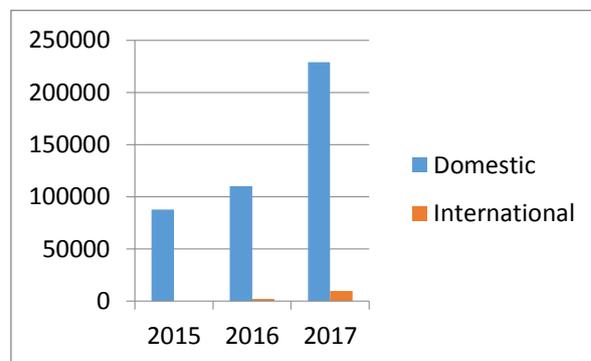
Figure 1. Number of Rural Tourism Visitor in Bogor Regency, 2015 to 2017



From 2015 Number of Domestic visitor is 87,476 people, number of International visitor is zero, in 2016 number of domestic is 109,906 people and number of international visitor is 1,907 people,

and increasing number show in 2017, number of domestic is 228,889 people, number of international is 9,808 people. The graph of domestic and international visitor numbers in Bogor Regency can be seen in Figure 2.

Figure 2. Number of Domestic and International Visitor in Bogor Regency.



Based on data from Culture and Tourism Board of Bogor Regency there are 27 rural attractions, but only 4 rural attractions are ready open for public, 4 rural attractions are Citalahab Central in Malasari Village, Pasir Eurih Village, Batulayang Village, and Cilember Village.

This study was focus on Ciseeng village. Ciseeng village is one of 27 rural attractions in Bogor regency who need to develop, has unique potential tourist attraction and near from Bogor City, Depok City and Jakarta give potential opportunity to develop. Core product of tourist attraction is mina-edutourism, an integrated center of fishery facility. Tourist attractions in Ciseeng village are fishing pond, hot spring, local recreation. Majority local communities livelihood are fish cultivator, laborer, teacher, housewife, merchant, security. Lokal community initiated Ciseeng village become a tourist attraction in 2016 but because of lack of information and knowledge of Sapta Pesona, unauthorized collection fees to tourist cause this village has not been optimally develop the welfare of local communities.

## Research Objectives

This research based on research conducted by Titien Soekarya, 'Peningkatan Ekonomi Kerakyatan Melalui Pengembangan Desa Wisata - Suatu Masukan Untuk Pengembangan di Kakaskasen Dua, Teritip dan Punten', 2011, with objectives to identify potency of Ciseeng village, business opportunity and employment related to tourism to develop local economy, and to

formulate marketing strategy for Ciseeng village. Located in Ciseeng Village of Bogor Regency. There are five aspects will focus observed, aspects from transportation, accommodation, food and beverage facilities, tourist attraction, souvenir.

### LITERATURE REVIEW

Local economic development is one of the most important ways of decreasing poverty, aim to create jobs by making the local grow. Developing an area requires that a municipality does an analysis of existing situation, look at opportunities for growth and decide on the best strategies to achieve goals, some key strategies that a municipality can put in place to meets its goals: Developing the infrastructure of the municipality to make it easier for business to operate (example: houses, transport, roads, water and electricity); Promoting tourism, include developing local tourist site and facilities, improving security and ensuring that all residents are welcoming of tourists; Marketing municipality.

Local development economic is a process where the local actors shape and share the future of their territory. Locals stimulating or maintain business activity and/or employment. The principle goal of local economic development is to stimulate local employment opportunities in sectors that improve the community, using existing human resource, natural resources and institutional resources (Blake, 1994 in Andre Rodriguez, 2005).

### The Role of Tourism on Local Economic Development

According to Organization of American States (OAS, 2010) in Meyer (2015), tourism is expected to continue to grow due to factors such as population growth, rising incomes, globalization and integration of world economies and therefore improved methods of managing tourism can have a positive effect on the economy. The tourism sector has strong with other economics sectors such as retail, agriculture, transport and construction will enhance the local multiplier effect and create economic growth and employment opportunities (Akama & Kieti, 2007 in Meyer, 2015). According to UNWTO (2000) in Meyer (2015), a number of successful tourism strategies have in the past been implemented to

create employment and income opportunities within the local sphere.

### Rural Tourism

“Rural tourism is defined in the overall economy of tourism as the economic use of the countryside, natural resources, cultural heritage, rural habitat, local tradition and local produce through certified products and services illustrating regional identity. It responds to the needs of consumers for accommodation, catering leisure activities, entertainment and other services. It supports local sustainable development and meets the leisure demands of modern society through a new social solidarity if town and country”. (Aref and Gill, 2009:11 cited in Gunawijaya, Jajang and Annisa Pratiwi, 2016). Rural tourism has attracted increased attention from governments, non-governmental organizational (NGO), and industry players because its plays an important role in leading economy activity and help in an increase in community’s income (Egballi and Nosrat, 2011 in Gunawijaya, Jajang and Pratiwi, Annisa, 2016). There are variety of terms used to describe tourism in rural areas, such as farm tourism, agritourism or agritourism, adventure tourism, equestrian tourism, food and wine tourism, even ecotourism (Ayazlar, Gokhan and Reyhan, A., 2015).

According to Nulty (2004 cited in Ayazlar, 2015), there are benefits and costs of rural tourism for destination, can be see on.

Table 1. The Benefits and Costs of Rural Tourism

	BENEFITS	COSTS
ECONOMIC	1. Opportunity for job creation	1. Pressure on public services
	2. Opportunity to sustain existing business	2. Increasing price of lands
	3. Benefits to local government through taxes and rates	



five senses and, therefore, the experience of food consumption provides a deeper, more integrated level of experience (Long, 2004, p.21 cited in Fathimah Amira, 2009). *“Food is believed to encapsulate most of the motivations that underlie the decision to undertake a tourist experience because consuming food involves relaxation, excitement, escapism, education, status and lifestyle.”* (Corigliano, 2002; Frochot, 2003 cited in Fathimah Amira, 2009). Based on research conducted by Belisle’s study on interrelationship between tourists’ food preference, food imports and local food production in Jamaica established that tourist spend one-third of their total holiday expenditure on food (Belisle, 1984 cited in Fathimah Amira, 2009).

### Attraction in Tourism

Attraction in destination are fundamental tourism core assets that tourism destinations possess. Attractions define all forms of natural and created (manmade) resources, culture, heritage, history, customs, architectural features, traditional artwork, cuisine, music and handicrafts that attract travellers (Crouch and Ritchie, 1999; Goeldner and Ritchie, 2003; Walsh-Heron, 1990 cited in Vengesayi, Sebastian, 2009). Sebastian Vengesayi, 2009 in his research mention *“The most ideal destination attractions are those are rare, inimitable”*. Goeldner, Ritchie and McIntosh (2000) cited in Sebastian Vengesayi (2009) categorize attractions into five main groups such as cultural, natural, events, recreation, and entertainment.

### Souvenir in Tourism

The souvenir is an important component of the tourist experience with most tourists bringing back mementos and as evidence. Souvenirs come in various forms, such as mass-produced items and figurines; art and crafts (Janifer Lunyai dan Ernest Cyril De Run, 2008), gem and jewelry, antiques, collectibles, land local products like foods and wear. Souvenir can be divided into five categories include pictorial image souvenir, piece-of-the rock souvenir, symbolic shorthand souvenir, markers, and local product souvenir.

## METHODOLOGY

This research located in Ciseeng village Bogor Regency. This study use qualitative method to analyze and SWOT analysis to formulate marketing strategy. Qualitative data includes:

information, opinions, ideas, expression, hope, and criticism come from villagers, Tourism Local Community Leader and local government.

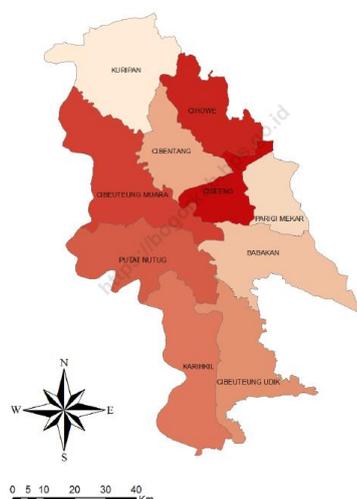
Primary data are derived from the villagers, local government, Tourism Local Community Leader in Ciseeng village, while secondary data are gathered through the study of literature, and other previous study. In this research using data collection techniques as follows: Observation, direct observation in the filed about current condition in Ciseeng village; Interviews based on guidelines interviews with the community, Tourism Local Community Leader, and government. Through this interview will get deeper information and detail on the problem studied; Documentation, documented in photos ; Documentation, documented in photos; Literature, take the theory ad results of previous research and writings which can be used in this research.

## RESULTS AND DISCUSSION

### Identify Potency

Ciseeng village located in Ciseeng sub-district, Bogor Regency, West Java province. Ciseeng village have two hamlets, Malang Nengah hamlet and Cibogo hamlet. Geographically, Ciseeng has 205,00 hectare, longitude coordinates 106.694149, latitude coordinates -6.451058, village bordered with Cihowe village on north, Cibentang on east, Parigi Mekar on west and North Cibeuteung on south.

Figure 5. Sub District of Ciseeng in Figures 2017



Source: Kecamatan Ciseeng Dalam Angka 2017, Badan Pusat Statistik Kabupaten Bogor, 2016

Ciseeng derived from Ci means water and Seeng means boiler. Mythology said there is springs between Parung sub district and Ciseeng sub district, that never dried out even in summer, sometimes the water change color into red and sounds like a water boiling. Ciseeng village was determined by Local Government as rural tourism on 2016, with core product for tourist attraction is Mina edu tourism. Ciseeng knowns as Minapolitan, which is mina means fishery, politan means centre. Minapolitan is fisheries centre of The Fisheries Board of Bogor Regency, integrated with the concept of fishery facilities, between nurseries, fish health, production, processing and marketing.

Total population in Ciseeng village is 8,036, consist of 4,122 males, 3,914 females. Livelihood majority is housemaid 2,151 people, housewife 2,035 people unemployment 1,995 people, farmers 1,856 people.

Data from Culture and Tourism Board Bogor Regency show that, Ciseeng sub district have segment market majority from Jakarta and Banten; occupation are 65% is scholar and 20% is businessman; transportation majority using private car, travel 40%; information about tourism in Minapolitan area are 45% known, 30% from internet, 25% from teman; length of stay are 55% for 3-5 hour, 35% for 1 hour; form of visit majority 55% in group and family 35%; motivation to visit are study or research 65%, recreation 35%; preference of tourism products are activity based on recreation, activity based on education tourism, activity based on local culture/heritage.

From data above show, Ciseeng village has potency to become alternative destination to travel. Many people already known Ciseeng as Minapolitan through Ciseeng sub district therefore no need extra efforts for marketing and promotion. There is chance to develop small business in Ciseeng to help community with no occupation.

## **Current Condition**

### **Transportation**

Ciseeng village located in Bogor Regency can be reached by motorcycle, private car, from Jakarta, Depok City, and Bogor City. Mileage by car from Soekarno Hatta airport around 1 hour and 35 minutes until 2 hours, 1 hours and 15 minutes by

cars from Depok City, and 1 hours from Baranangsiang Bus Terminal on Bogor City (source: googlemaps.com).

The existing transportation modes to Ciseeng sub district are by motorcycles (*ojek*), buses, public transportation (*angkot*, rental car), and taxi. Infrastructure road condition to Ciseeng from Jakarta, Depok and Bogor City is hotmix asphalt.

### **Accommodation**

Accommodation is a basic need in tourism industry. There is no accommodation in Ciseeng village operated by community, only one accommodation available near from Ciseeng, Parung area named Pendopo 45 Hotel and Restaurant, so the needs of tourist to stay are still limited.

### **Restaurant**

Based on Hasimoto and Telfer in Fathimah, Amira, 2009, mention a fundamental component of the tourist experience is food. There are five traditional restaurants in Ciseeng, provide grilled fish and chicken, nasi timbel and other foods, this indicate that the needed of tourist for eat and drink is still limited.

### **Tourist Attraction**

One of fundamental aspect in tourism is attraction. There are four manmade attractions in Ciseeng, are Taman Kopses Ciseeng, a theme park; fishing pond; Minapolitan centre, a centre functioned to educate tourist about fishery; and mina park, a fishery education park. Meanwhile, near Ciseeng there is a natural attraction, a hotspring in Tirta Sanita, Gunug Kapur, Parung and Pelita Desa, an outbound and family park in Putat Nutug village.

### **Souvenir**

There is no typical souvenir made by Ciseeng community.

### **Business Opportunity and Employment**

Based on data current condition in Ciseeng village, result show that Ciseeng has potential of a tourist attraction so there are opportunities to build business and employment.

### **Transportation**

Accommodate tourist with local transportation to travel around Ciseeng village. From this, community will have opportunity to build a

transportation business and a job opportunity is open to operate and manage this business. Another business opportunities and employment are open such as bicycle business rental, *becak*, rental car, travel agent.

**Accommodation**

Result show that there is good opportunity to operate an accommodation, such as homestay, camping, or hotel. Based on interview with Tourism Local Community Leader and community, that there is hope in community to build a homestay and operate by local.

**Restaurant**

Data showed that there are traditional restaurant in Ciseeng. Community can be creative open business opportunity with ‘Kekinian’ food, snack, cakes, sweets to offer to tourist. Community also have business opportunity as a distributor of food ingredients, a business event organizer. Another business opportunity such as coffee shop, local market, fresh fish local market, fish farm.

**Tourist Attraction**

Ciseeng village is planned to be built into rural tourism with core product attraction is mina edu attraction, an integrated center to share knowledge about fishery to tourist, start from seeding, cultivation, production, marketing, promotion. Another attraction to be built is cultural attraction. Activities can be offer to tourist such as outbound, seeding and cultivation fish attraction, competition kites, fishing, tour package, and tour guide. Business opportunity and employments can be created by these activities.

**Souvenir**

As we know souvenir is a component of tourist experience to bring back mementos and or as evidence. Souvenir in Ciseeng village can be created from wood craft shape fish as a keychain, magnet. Food product also can be as a souvenir, such as *ikan pepes*, *kerupuk ikan*, dumpling, siomay. As a center of fishery, food product is a proper souvenir. From these souvenirs, there are open wide business opportunities and employment to create.

**Marketing Strategy**

To formulate marketing strategy, this study using swot analysis based on data analysis. SWOT analysis is an examination of an organization’s

internal strengths and weaknesses, its opportunities for growth and improvement, and the threats the external environment presents to its survival (Jeffrey Harrison, 2010).

Data are collected and analyze, result show internal and external part, the result will be seen on table 2.

Table 2. SWOT Analyze

	<b>Strength</b>	<b>Weakness</b>
	1. New alternative destination to travel near Jakarta 2. Unique attraction, Mina edu attraction, an integrated fishery facility. 3. Already have segment market 4. Already have tourist attraction and restaurant around Ciseeng village 5. Lots of business opportunity	1. Lack of motivation and commitment 2. Lack of knowledge 3. Tourism industry operated by private sector 4. Youth lack of courage and confidence to manage own village 5. Lack of physical accessibility 6. Monotonous attractions 7. Lack of promotion for rural tourism
<b>Opportunities</b>	<b>Strategy Strength and Opportunity</b>	<b>Strategy Weakness and Opportunity</b>
1. New attraction near Jakarta as a choice to travel. 2. Opportunity to build homestay 3. Big opportunity to be creative 4. Freedom to be creative building business 5. There are few competitors	1. Cooperate with stakeholders, government, private sector, community, academician 2. Active join event such as held by Culture and Tourism Board Bogor Regency. 3. Take action to build business entrepreneurs hip 4. Promotion 5. Build differentiation of product	1. Tourism Local Community Leader encourage community to learn, about tourism, Sapta Pesona, entrepreneurship 2. Tourism Local Community Leader take action as role and give good example to community 3. Tourism Local Community make planning and program based on cooperate with stakeholders 4. Increasing tourist attraction, activity, facility
<b>Threats</b>	<b>Strategy Strength and</b>	<b>Strategy Weakness and Threats</b>

	Threats	
1. Illegal levies	1. Increasing community's knowledge about tourism	1. Tourism Local Community Leader need more knowledge to motivate community
2. Laziness	2. Tourism Local Community Leader actively cooperate with academician, private sectors to give training about tourism, entrepreneur, fishery	2. Facilitating community with knowledge, skill of tourism and entrepreneur
3. Low education level		3. Cooperate with government and private sector to build accessibility

Source: result analyze, 2018

Based on swot analyze, result show that Ciseeng village have opportunity to build rural tourism as differentiated product, near from Jakarta, there are few competitors, promoted as minapolitan area, this can make advantage for Ciseeng village to promote as rural tourism.

### CONCLUSION

Ciseeng village located in Bogor Regency near with Jakarta, can be reach by car or motorcycle. Need differentiation product of accommodation, local transportation in Ciseeng village, restaurant, tourist attraction and activity, souvenir. There are few competitors make advantage for Ciseeng village through tourism to enhance local economy. Motivation and commitment to operate and manage can support community.

From data analysis show that rural tourism in Ciseeng village need extra efforts to build to enhance local economy.

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