

Tourism Village Development in Kertasari District

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Abstract

The attractiveness of tourist objects can be seen from the level of ease of access, the completeness of tourist service facilities, the level of management of tourism potential, and the level of diversity of tourism activities. Tourism villages or tourism objects along with their complete facilities and rides cannot be separated from competition to get as many visitors as possible. Thus, developing the concept of a tourist village can be achieved through fulfilling one of the three categories of functional, symbolic and experiential needs of the community. The construction and development of a tourist village in the Kertasari District has no differentiation compared to other regional tourist objects. Therefore, the construction and development of tourist villages in Kertasari District can use a strategy using the segmentation method. By understanding who the tourist community is, tourism object managers can determine how to reach them, what rides are needed, and how to defend the tourist community from competing tourist attractions.

Keywords

Attraction of tourist objects, tourist attraction competition, segmentation of the tourist community, the concept of a tourist village.

The Government's goals in developing and developing tourist villages are to increase economic growth, people's welfare, eradicate poverty, and overcome unemployment. In addition, the construction and development of tourist villages simultaneously aims to preserve the environment, natural resources and promote culture. In turn, the existence of a tourist village will accelerate the economic, social and cultural growth of the village.

In order to accelerate community growth, the Bandung Regency Government is developing and

maximizing pilot tourism spots that already exist in 100 villages. Villages that already have natural potential are developed into better tourist destinations, while villages that do not have natural potential are made into artificial tourist destinations by elevating the culture and local wisdom of the local village.

The development of tourism villages is carried out by the Government of Bandung Regency with a community participation approach. That is, it comes from the desire of the village community to build or develop the village into a tourist village.

And, in order to support the development of tourist villages, the Government of Bandung Regency has also improved the quality of road construction connected to the various tourist villages.¹

Development and development of tourist villages is one of the Bandung Regency Government's strategies in order to increase the human development index (IPM). Kertasari District has launched integrated tourism as a way to boost HDI, which until 2021 will be in 30th place out of 31 districts in Bandung Regency.

Kertasari District in the southern region of Bandung Regency. The distance of Kertasari District is approximately 43 km from the center of the Bandung Regency Government. Geographically, Kertasari District is located in the highlands with hilly natural contours that present natural potential as tourist attractions, such as the Tegal Panjang savanna located in Neglawangi Village, Mount Artapela in Cibereum Village, Situ Cihaniwung in Santosa Village, and Situ Cisanti in Tarumajaya village.

Savana Tegal Panjang is a nature reserve protected by the Bandung Regency government. The Tegal Panjang savanna is flanked by four mountains, namely Mount Papandayan, Mount Kondang, Mount Puntang, and Mount Jaya. The Tegal Panjang savanna is home to wild animals such as partridges, forest goats, several species of birds including eagles, wild boars, and it is believed that there are still tigers. Savana Tegal Panjang is often used as a camping ground.

Artapela is a camping area (camping ground) and a hiking trail to a peak called Sulibra. In Artapela there is an edelweiss tree, and at the foot of Artapela there is a small lake which is named Dano Aul. The word 'dano' is given by the community to name a natural spring.

Situ Cihaniwung is an artificial lake with an area of 1.5 hectares which was formed from a group of fish ponds belonging to the local community which dammed the center of the sewage flow.

Located at an altitude of 1,627 meters above sea level, the Situ Cihaniwung area has a camping ground and a sunrise view. In addition, there are several rides such as a duck boat to go around the lake, a flying fox that crosses the lake, and a suspension bridge that crosses the lake.

Situ Cisanti is between Mount Wayang, Mount Malabar, Mount Rakutak and Mount Bedil. Situ Cisanti is a water reservoir from 7 springs that come out of the four mountains, namely: Pangsiraman, Cikoleberes, Cikawadukan, Cikahuripan, Cisadana, Cihaniwung, and Cisanti springs. Situ Cisanti has an area of about 5 hectares which is the headwaters of the Citarum River. Thus, Situ Cisanti has become the Kilometer 0 (zero) point of the Citarum River with a length of 3,332.97 kilometers which crosses 12 cities/regencies in West Java.

Savana Tegal Panjang and Artapela are managed by local residents with permission from the local BKSDA. While Situ Cihaniwung is managed by private individuals. While Situ Cisanti is managed by Perum Perhutani and Kodam III/Siliwangi.

To gain attractiveness, tourist objects need to pay attention to factors: 1) the level of ease of access, 2) the completeness of tourist service facilities, 3) the level of management of tourism potential, and 4) the level of diversity of tourism activities. (Kastolani, 2008: 6)

The development of a tourist village in Kertasari District appears to present and highlight the natural atmosphere of the mountains as an attraction, equipped with facilities and rides that are similar or even the same as other tourist objects.

Planning needs to be done so that the development of a tourist village is in accordance with the goals, concepts, and in accordance with what has been previously determined, namely to encourage an increase in the HDI of Kertasari District. The development of tourist villages must be managed strategically through efforts to increase sustainable tourism in tourism village activities, as announced

by the Bandung Regency Tourism and Culture Office.

There is a factor of competition between tourist attractions in achieving the number of visits to tourist objects. Tourism villages or tourism objects along with their complete facilities and rides cannot be separated from competition to get as many visitors as possible. Thus, referring to Shimp (2015: 17), developing the concept of a tourist village can be achieved through fulfilling one of the three categories of basic community needs, namely: functional, symbolic, and experiential needs.

Therefore, this study aims to describe the development of a tourist village in the Kertasari District, Bandung Regency. The research questions to guide the analysis are outlined as follows:

- 1) What are the factors of competition between tourist attractions in achieving the number of visits?
- 2) What is the strategy for developing a tourist village in the Kertasari District?

The contribution of this research is to provide literature on tourism village development policies and the concept of tourism village development. This research seeks to identify and describe village tourism potential and its development.

Next, the research process is presented through analysis of documents, literature, qualitative data, and secondary statistical data. Information and news regarding the concepts and policies for developing tourism villages, especially in Kertasari District, Bandung Regency, are presented in the results section. The results of the research findings are discussed, and conclude the results of the discussion at the end.

Method

The method used is descriptive, with a qualitative approach. The descriptive method is to describe, describe, or describe the state of the object under study as it is, according to the circumstances and

conditions when the research was conducted (Sugiyono, 2017: 59). A qualitative approach is a research work mechanism that is guided by non-statistical or non-mathematical subjective assessments, where the value measures used are not score numbers, but value or quality categorization (Sugiyono, 2017: 53).

The study begins by collecting data from various official reports on the research topic. The data collected from various perspectives is then analyzed qualitatively to find a systematic impact and prospects of the policy for implementing digital broadcasting.

Results and Discussion

1. Results

a. The level of ease of achievement

Geographically, Kertasari District is in the highlands with winding road contours combing the edges of cliffs or hills, and penetrating tea plantations and forests.

The distance of Kertasari District is approximately 43 km from the center of the Bandung Regency Government. From Soreang, the center of the Government of Bandung Regency, Kertasari District, you can reach it by walking along the Banjaran - Pameungpeuk streets, then turn onto the Beleendah - Ciparay road, from Ciparay Square, turn right through the Pacet District road, towards the Kertasari District. From the east, after exiting the Cileunyi toll gate towards Jalan Raya Rancaekek-Majalaya, then the Ciparay area road, from Ciparay Square turn left through the Pacet District road, towards Kertasari District. From the north, Kertasari District can be reached by following the Jalan Buah Batu - Dayeuhkolot - Baleendah - Ciparay, then from Ciparay Square, turn right through the Pacet District road, heading towards Kertasari District. Travel time between 2-3 hours.

Mount Artapela entry post is quite far from Jalan Raya Kertasari. Meanwhile, to get to the Tegal Panjang savanna, from the Neglawangi Village

office, the journey continues on foot for about 3 hours along tea plantations and forests. Access to Situ Cisanti is easier because the entry post is right on the edge of the Kertasari main road in Tarumajaya Village. Meanwhile, Situ Cihaniwung is about 7 kilometers from Situ Cisanti by crossing the road that divides the tea plantations.

b. Completeness of tourist service facilities

Mount Artapela tourist facilities are still very limited. On weekdays, there are often no guards at the entry post and vehicle parking. Meanwhile, the tourism potential of the Tegal Panjang savanna is only in the planning stage to become a tourist object, so there are no service facilities yet.

Situ Cisanti and Situ Cihaniwung can be said to have good service facilities. Situ Cisanti seems to have become a tourist icon in Kertasari District. While Situ Cihaniwung can be said to have adequate service facilities although it still needs arrangement and development.

c. Level of tourism potential management

The management of Mount Artapela's tourism potential is still relatively rudimentary. This can be seen from the lack of information about Mount Artapela. Meanwhile, the tourism potential of the Tegal Panjang savanna has not been managed at all.

The manager of Situ Cihaniwung is gradually managing the tourist area. Meanwhile, the management of Situ Cisanti is carried out by Kodam III/Siliwangi, the Citarum River Basin Center (BBWS), and Perhutani. However, the involvement of Kodam III/Siliwangi and BBWS Citarum appears to be more focused on efforts and nature conservation efforts aimed at restoring the Citarum River's flow from the status of one of the most polluted rivers in the world.

d. Diversity of tourism activities

The Mount Artapela area provides a camping

ground for tourists who want to camp, and several hiking trails with different levels of difficulty to reach the top of Sulibra, where visitors can watch the sunrise (sunrise view). Savana Tegal Panjang presents a camping ground with panoramic views of the landscape.

Situ Cihaniwung provides a camping ground, a sunrise view tower, a duck boat to go around the lake (the lake), a flying fox that crosses it, and a suspension bridge that crosses it. Situ Cisanti provides boats to wade through it, Kilometer 0 (zero) monuments, photo spots at several points.

Discussion

Competition factor between tourist attractions in achieving the number of visits

The development of a tourist village in Kertasari District appears to present and highlight the natural atmosphere of the mountains as an attraction, equipped with facilities and rides that are similar or even the same as other tourist objects.

The camping grounds in Artapela, Tegal Panjang, and Situ Cihaniwung are no different from the camping grounds in Pangalengan, Mount Puntang, Ciwidey, or Rancabali which were popular among local and out-of-town tourists, which are close to Kertasari. Likewise, Situ Cihaniwung and Situ Cisanti are no different from Situ Cileunca or Situ Cipanunjang in Pangalengan, and Situ Patengan in Rancabali which were also popular first. All of them offer the charm of a landscape of natural beauty and coolness.

The camping grounds in Artapela, Tegal Panjang, and Situ Cihaniwung should have offered a differentiation from the camping grounds in Pangalengan, Mount Puntang, Ciwidey, or Rancabali which were popular earlier. Likewise, Situ Cihaniwung and Situ Cisanti must offer differentiation from Situ Cileunca or Situ Cipanunjang in Pangalengan, and Situ Patengan

in Rancabali which were also popular earlier.

Differentiation is a strategy to face competition through the creation of products that have characteristics that make a product different from other similar products. By using a differentiation strategy, the uniqueness of a tourist attraction will appear different or at least feel different from other similar products. Nothing is more important than communicating the features that make our products different (Lee & Johnson, 2011: 100).

Referring to the marketing concept, the camping grounds in Artapela, Tegal Panjang and Situ Cihaniwung seem to pay no attention to product positioning. In this case, the product in question is a tourist attraction. Product positioning refers to various decisions and activities intended to create and maintain a certain concept of a tourist attraction in the minds of tourists (Lee & Johnson, 2011: 99-100).

Product positioning (tourist attraction) is the consumer's perception of the relevant product attributes with respect to the name of another tourist attraction (competitor). According to Lee & Johnson (2011: 102), to position a product (a new tourist attraction) or reposition an existing product (a tourist attraction), managers (marketers) need to know how consumers (tourists) in their target market imagine a tourist attraction in the tourism category.

Referring to the concept of advertising (Shimp, 2015: 443), information about a successful tourist attraction should stick in the minds of customers about "the clear meaning of the product (attraction) and how the product (attraction) compares to competitive offers. In other words, positioning is intended to create and maintain a certain concept of a tourist attraction in the minds of the public. Because, there are so many similar tourist objects that make Artapela, Tegal Panjang, Situ Cisanti and Situ Cihaniwung have to strengthen the position of their tourist spots in the eyes of the public.

New differentiation and positioning strategies can

be carried out after segmenting the tourist community. Methods for segmenting the tourist community are demographic methods, geographic methods, behavioristic methods, and psychographic methods. The segmentation variables are as follows (Lee & Johnson, 2011: 90-94):

- based on demographics are age, gender, family size, family life cycle stage, income, expenses, occupation, religion, race, nationality.
- based on geographic area/region, population size, population density, climate.
- based on behaviorism, namely the benefits sought, the amount/volume of use, product loyalty.
- Based on psychographics is lifestyle, personality

Tourist object managers should use the segmentation method before building or developing a tourist attraction. Tourism objects built or developed based on demographic factors can be said to be quite extensive. Competition between tourist objects that are close together and offer similar tourist rides in achieving the number of tourist visits is quite tight. Therefore, other factors are needed, namely behavioristic and psychographics.

Audiences aged 17 to 25 may be the same in terms of age and income, but not all of them share the same behavior. Audiences in the same age and income range have differences in behavioristic and psychographic terms, because they are spread over different geographical areas. They (the audience) will look different after knowing their behavior in terms of behavioristic and psychographic factors. These behavioristic and psychographic factors are needed to determine positioning and differentiation strategies. The point is that tourist objects have characteristics that distinguish them from similar tourist attractions from other tourist objects. In addition, the tourist community has perceptions of the attributes of the tourist object in question with respect to competing tourist objects,

and the tourist community can imagine tourist rides in that category.

Mount Artapela and the savanna of Tegal Panjang have differences (differentiations) compared to the camping ground in Pangalengan, Mount Puntang, Ciwidey, or Rancabali. Mount Artapela and the savanna of Tegal Panjang offer a natural charm that is still "wild", so it would be appropriate if it was communicated to the tourism community who, from a psychographic and behavioral perspective, has an adventurous spirit. Meanwhile, the tourist attractions of Situ Cihaniwung and Situ Cisanti still have to find positioning and differentiation from just offering the natural charm of a mountainous atmosphere.

e. The strategy for developing a tourist village in the Kertasari District

Market segmentation is a very important concept in understanding the tourist community and tourism object marketing. Market segment as dividing a market into clear groups that (1) have the same needs and (2) provide the same response to a marketing action (Morissan, 2015: 167-168). Thus, from the perspective of the tourist community, market segmentation is an activity to divide or group the community into more homogeneous compartments. The selected part or segment is a homogeneous part that has the same characteristics and matches the ability of a tourist attraction to fulfill the desires or needs of the tourist community.

By understanding who the tourist community is, tourism object managers can determine how to reach them, what rides are needed, and how to defend the tourist community from competing tourist attractions. In addition, by understanding the needs of the tourist community, tourism object managers can design programs that can meet the wishes or needs of the tourist community effectively.

The tourism object manager does not seem to provide a budget to carry out the process of identifying tourist communities. The existing

budget is focused on completing infrastructure and facilities. In fact, audience segmentation is the basis for determining the components of the strategy. By using the segmentation of the tourist community, it can be known or seen which competitors offer the same tourist rides, which also target the same tourism community targets. In addition, it can also be known what activities competitors are carrying out to grab the attention of the tourist community in an effort to fulfill the desires or needs of this segment of the tourist community. The absence of an identification process for the tourist community means that tourism object managers do not know for certain which tourist community will be targeted and potential.

Apart from not providing a special budget to carry out the process of identifying the tourist community, generally managers building and developing tourist objects refer to or imitate other existing tourist objects, even the construction and development of tourist objects is based on business instincts. The development and development of tourist objects based on instinct is based on the manager's belief that tourist objects will be liked because they see the trend of tourist rides that are liked by the community.

Tourist objects in Kertasari District do not appear to have a specific segmentation of the tourist community, so that their positioning becomes unclear. In turn, the differentiation is not too firm, so that the tourist community does not see any distinctive features of the tourist objects in the Kertasari District. A quite prominent differentiation from Mount Artapela and the Tegal Panjang savanna is the natural conditions which are still classified as "wild". However, this differentiation is of little benefit in boosting the popularity of Mount Artapela and the Tegal Panjang savanna because it does not consider the needs of the tourist community.

Referring to Shimp (2015: 17), developing the concept of a tourist village can be achieved

through fulfilling one of three categories of basic community needs, namely: functional, symbolic, and experiential needs.

Mount Artapela and the savanna of Tegal Panjang, which have natural conditions that are still classified as "wild", can be communicated to the tourist community from groups of people who like adventure to fulfill their functional needs, namely channeling the desire to stimulate adrenaline.

Mount Artapela and the savanna of Tegal Panjang, which have natural conditions that are still classified as "wild", can encourage tourists from groups of people who like adventure to associate themselves with the self-image of an adventurer. Fulfillment of symbolic needs is directed at the desire of the tourist community in an effort to improve themselves, be valued as members of a group, affiliation and a sense of belonging. Fulfillment of symbolic needs seeks to associate the use of tourist objects with the desired group, role, or self-image (Shimp, 2015: 18).

Meanwhile, the experiential needs of consumers (tourist communities) are a presentation of their desire for objects that can provide pleasure, diversity, and cognitive stimulation (Shimp, 2015: 20-21). The concept of developing tourism objects directed at experiential needs promotes rides as something special rich with cognitive potential (enthusiastic, challenging, entertaining).

The experiential needs of the tourist community can be fulfilled by the attractions of Mount Artapela and the Tegal Panjang savanna. Mount Artapela and the savanna of Tegal Panjang which have natural conditions that are still classified as "wild" can be seen as a presentation of the wishes of the tourist community who have a hobby of adventure that can provide a sense of fun, diversity, and cognitive stimulation, as well as having a taste that represents their identity, namely the taste an adventurer.

On the other hand, Kertasari District is adjacent to and directly adjacent to Pangalengan District. Many residents around Bandung do not know Kertasari, where is Kertasari. Thus, the wider

community is more familiar with Pangalengan. The residents of Kertasari District themselves often introduce themselves as people (residents) of Pangalengan.

This happened, where the Kertasari people (citizens) introduced themselves as Pangalengan people, because in the past Pangalengan was known as a provider of horticultural plant seeds. Farmers from other areas, such as from Garut and Bandung, head to Pangalengan to obtain horticultural plant seeds. When horticultural plant seeds were also available in Kertasari, and the people headed to Kertasari, the Kertasari people did not want to complicate or confuse people from other areas, so that in the end they claimed to be from Pangalengan. Google maps (map application) previously placed Situ Cisanti in the Pangalengan area. Only recently has Google Maps placed Situ Cisanti as part of the Kertasari area.

The role of the community in introducing, communicating, or promoting Kertasari to the wider community is very vital. Village apparatus, especially the Kertasari community, should become a public relations officer for their village. Village officials, especially the Kertasari community in general, no longer introduce themselves as people (residents) of Pangalengan, but confidently call themselves as Kertasari residents. In this way, at least Kertasari will be widely known by the people of Bandung, and outside the city.

Conclusion

The construction and development of a tourist village in the Kertasari District has no differentiation compared to other regional tourist objects. The development and development of a tourist village in the Kertasari District should use a strategy using the segmentation method. In the perspective of the tourist community, market segmentation is an activity to divide or group the tourist community into more homogeneous compartments. The selected part or segment is a

homogeneous part that has the same characteristics and matches the ability of a tourist attraction to fulfill the desires or needs of the tourist community.

By understanding who the tourist community is, tourism object managers can determine how to reach them, what rides are needed, and how to defend the tourist community from competing tourist attractions. In addition, by understanding the needs of the tourist community, tourism object managers can design programs that can meet the wishes or needs of the tourist community effectively.

The support from the residents of Kertasari is urgently needed so that Kertasari is more widely known by the people of Bandung and outside the city. The residents of Kertasari can act as a public relations officer for their village by introducing and communicating the potentials that exist in Kertasari.

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