



Analysis of Strategies for Kampung Wisata Pinggir Rawa in Kunciran Jaya Village, Pinang District, Tangerang City

Michael Ozora Orvin^a, Made Sukana^b, Putu Anom^c

^aFaculty of Toursim, Udayana University

^bFaculty of Toursim, Udayana University

^cFaculty of Toursim, Udayana University

ABSTRACT

Tangerang city is an industrial-based regional center with its policy direction of utilizing the tourism facet as one of the methods to enhance the regional income. Many tourist attraction are in Tangerang City, including "Kampung WisataPinggirRawa" which is located in Kunciran Jaya Village with the lake in the city's center as its appeal. "Kampung WisataPinggirRawa" is a natural tourism option for urban citizens who want to relax while clearing their minds from the hustle and bustle of the city. Therefore, research is needed in the "Kampung WisataPinggirRawa" to identify the potential contained in the tourist attraction of "Kampung WisataPinggirRawa" and formulate a development strategy for the tourist attraction of "Kampung WisataPinggirRawa" in Tangerang City. This research method uses descriptive qualitative method and SWOT. The results of the analysis are based on qualitative descriptive in it using tourism products identified using the 4A component, namely Attractions, Accessibility, Amenity, and Ancillary. The strategy for developing the "Kampung WisataPinggirRawa" which includes research to analyze internal and external factors that are owned and produce alternative strategies. Based on the results of the SWOT analysis, namely: making promotions and innovating in presenting new attractions; make adjustments to ticket prices; coordinate with Disbudpar in the development and improvement of road access; involving the community in tourism management or opening a business and prioritizing the supply of souvenirs from local residents.

Keywords: Tourism, Development Strategy, SWOT Analysis, Tangerang City

1. Introduction

Tourism is one sector that contributes to the economy in the form of foreign exchange for a number of countries, especially developing countries such as Indonesia. Indonesia is a country with extraordinary natural and cultural potential, so it is necessary to increase the sector in the tourism sector. The development of tourism in Indonesia is also very rapid, especially in the city of Tangerang which is an economic center that has historical and cultural values. Tangerang City is one of the big cities in Indonesia, with the nickname as the city of a thousand industries. Not surprisingly, this city which is directly adjacent to Jakarta is growing rapidly in various fields, one of which is in utilizing the tourism sector as a way to increase regional income.

Tangerang City is also one of the areas that focus on tourism development. This is as stated in the Tangerang City vision for 2018-2023, namely: "The Realization of a Prosperous, Good and Competitive Tangerang City". As an effort to realize this vision, a program is arranged which is expected to synergize and integrate well. The program is Tangerang LIVE which stands for Liveable or a city that is feasible to live in, Investable or a city that is comfortable and safe to invest, Visitable or a city that is worth visiting both in terms of facilities and social aspects, and e-city or an electronic-based city or city. now better known as the smart city.

In order to realize the Tangerang LIVE program, since 2017 a thematic village-oriented program has been announced. The program as stated in the Tangerang City Medium-Term Development Plan (RPJMD) 2019-2023 is referred to as the Kampung Kita program. Thematic village is an effort to realize the City of Tangerang as a city worth visiting (Visitable). As the upstream thought of the birth of the program, namely for the creation of a prosperous community life in Tangerang City.

Thematic villages were established not without reason, but with the creation of thematic villages they can be a starting point for improving environmental areas, encouraging social potential and economic growth in the community, and for equitable distribution of tourism sector development so that they are not focused on tourism development points such as in Tangerang City Center only. . Currently, the area that gets the thematic village title continues to

grow at several points in the city of Tangerang and one of the fifteen thematic villages that gets the title as thematic village by the Tangerang City Government is the Pinggir Swamp Tourism Village.

The Swamp Pinggir Tourism Village is a tourist attraction located in Pinang District, Tangerang City. The Swamp Pinggir Tourism Village is one of the tourist attractions in the center of Tangerang City which has natural resources in the form of Cipondoh Lake. The management of tourism carried out by the manager of the Pinggir Swamp Tourism Village is such as structuring tourist attractions and building tourism supporting infrastructure. However, until now, tourism activities in the PinggirRawa Tourism Village still seem modest. The development of tourism in the PinggirRawa Tourism Village has not experienced significant development due to improvised tourism activities and has not been managed optimally.

Management of tourist attractions requires good coordination and synergy from each tourism stakeholder which includes the government, businessmen, and local communities. The development of a tourist attraction must have something to see, something to do, and something to buy, as well as something to remember when doing activities at the tourist attraction. In this case, the RawaPinggir Tourism Village requires tourism development efforts because the activities offered by the RawaPinggir Tourism Village are still minimal because the tourism potential has not been managed optimally.

Therefore, it is necessary to identify the Pinggir Swamp Tourism Village, the constraints faced by tourism development and to formulate an effective development strategy to be implemented.

2. Literature Review

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the overall activity of government, business and society to regulate, manage and serve the needs of tourists. According to (Karyono, 1997), while tourism is the overall activity of the government, the business world and the community to regulate, manage and serve the needs of tourists.

Types of Tourism In the SKK and TKK Saka Tourism Guidebooks published by the Ministry of Culture and Tourism (2011,1 3-17), based on their potential, they are divided into 7 types of tourism. Meanwhile, according to (Spillane, 1987), the types of tourism are grouped based on the goals and motives of a person or group who travels,

Tourism products according to (Muljadi, 2009: 46) "Tourism products are real and unreal formations, in a series of trips that can only be enjoyed if the entire series of trips can provide a good experience for those who make the trip, tourism products have There are eight basic elements, namely tourist transportation services, accommodation providing services, food and beverage services, entertainment and recreation services, travel agent services, souvenir services, tourist attractions, supporting company services. Meanwhile, according to (Cooper, 1995) suggests that to meet all these needs and services, a tourist destination must be supported by 4 (four) main components in tourism or usually known as "4A" which must be owned by a tourist attraction, namely: attraction, accessibility, amenities, and ancilliary.

Tourist Attractions according to Law no. 10 of 2009 is everything that has uniqueness, beauty and value in the form of diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits. Meanwhile, according to (Zaenuri, 2012) tourist attraction is something that has an attraction to be seen and enjoyed that is worthy of being sold to the tourist market.

Tourism Development Strategy according to (Henry Mintzberg, 2003) strategy is divided into 5 definitions, namely strategy as a plan, strategy as a pattern, strategy as a position, strategy as a tactic and strategy as a perspective. Meanwhile, according to (Iskandar Wiryokusumo, 1982) development is an educational effort both formal and non-formal that is carried out consciously, planned, directed, regularly, and responsibly in order to introduce, grow, guide, and develop a personality basis that is balanced, intact and in harmony. , knowledge and skills in accordance with their talents, desires and abilities, as a provision for further on their own initiative to add, improve and develop themselves, others, and their environment towards the achievement of dignity, quality and optimal human abilities and independent individuals.

3. Methodology

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is the overall activity of government, business and society to regulate, manage and serve the needs of tourists. According to (Karyono, 1997), while tourism is the overall activity of the government, the business world and the community to regulate, manage and serve the needs of tourists.

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4. Results

The Swamp Pinggir Tourism Village is located in Kunciran Jaya Village, RT 01 RW 03, Pinang District, Tangerang City, Banten Province. The Swamp Pinggir Tourism Village is about 10 km from the Tangerang City Government Center. This tourist attraction which has a total area of 10,000 m² was formed to empower the culinary sector in the Kunciran Jaya Village by providing a cottage that can be rented out for the Kunciran Jaya community who want to open a business in the culinary field while traveling and enjoying the beauty of Cipondoh Lake. The system implemented by the manager is that each hut owner must have a different food/drink menu from each other, so as not to cause competition.

4.1 Analysis of Tourism Products in the Kampung Wisata Pinggir Rawa, Kunciran Jaya Village, Pinang District, Tangerang City

Tourism products owned by the Pinggir Rawa Tourism Village can be identified with the "4A" tourism product component according to (Cooper, 1995) as follows:

1. Attractions

Attraction is a tourist attraction that can be enjoyed by tourists in a tourist destination that includes natural, artificial, and cultural. From the results of observations made, in the Pinggir Rawa Tourism Village, there are tourist attractions that are superior, namely natural, artificial, and cultural attractions.

The natural tourist attraction in the Swamp Pinggir Tourism Village is Situ Cipondoh. Situ Cipondoh which is located between Cipondoh and Pinang sub-districts has a beautiful panorama that is amazing and interesting.

Artificial tourist attractions found in the Pinggir Rawa Tourism Village include a selfie area with photo spots on the edge of the lake and a dining area for holding meetings, or enjoying a meal from a restaurant. Then there is a children's play area with various toys such as swings, slides, to toy cars. In addition, the manager also provides other rides such as a balloon house to add variety to children's tours.

The cultural tourism attractions found in the Pinggir Rawa Tourism Village do not seem to have cultural tourism attractions that can be displayed such as the implementation of local cultural traditions. Although it does not have tourist attractions on display, Pinggir Rawa Tourism Village has a variety of traditional Tangerang foods and snacks such as laksa, apem cakes, marrow rice, to pecak gabus which are used as traditional culinary tourism locations. Then there are also some hand made souvenirs such as wallets, coin purses, belts, clothes, to bags made from home industries.

2. Accessibility

Access to Pinang District can be reached by land from various areas in Tangerang City. The Swamp Edge Tourism Village is located in Kunciran Jaya Village, Tangerang City, Banten Province. Access to the location by using land transportation, can be reached in about 30 minutes from Tangerang City Center. There are 2 access roads available to Kampung Wisata Pinggir Swamp, namely Jl. Eretan which can only be passed by two-wheeled vehicles and Jl. Moh Jali which can be passed by four-wheeled vehicles. To get to the Pinggir Rawa Tourism Village, tourists can use two-wheeled vehicles or public transportation such as angkot and BRT (Bus Rapid Transit) or have another name Tayo.

3. Amenities

Regarding lodging in the Pinggir Rawa Tourism Village and around Kunciran Jaya Village, there is no accommodation intended for tourists. So for now, if there are tourists who come, they can only enjoy the tour and if it is night it is recommended to go home. For tourists who come from outside the city and are looking for a place to stay, there are 2 three-star hotels located about 1.5 km from the Pinggir Rawa Tourism Village, namely Narita Hotel Tangerang and Favehotel Hasyim Ashari. Narita Hotel Tangerang has a capacity of 98 rooms and Favehotel Hasyim Ashari has a capacity of 112 rooms.

There are about 44 places to eat and drink in the Pinggir Rawa Tourism Village which are divided into 2 areas. Region 1 is the first area in the Pinggir Rawa Tourism Village with a total of about 21 shops/saung selling food and drinks, then area 2 is a new food court area opposite the first area with various culinary delights with traders totaling around 23 shops/saung selling food and beverages. drinks too.

The information and promotion center is in the form of post content distributed by the Tangerang City Disbudpar and daily posts distributed by Pokdarwis Pinggir Rawa Tourism Village.

4. Ancillary

The RawaPinggir Tourism Village has additional services in tourism development which consists of 59 from the government, the private sector, and the community who have had a role in the development of the RawaPinggir Tourism Village.

4.2 SWOT Analysis of Tourism Products in the Kampung WisataPinggirRawa, Kunciran Jaya Village, Pinang District, Tangerang City

The strategy of developing the Swamp Village Tourism Village was analyzed using a SWOT analysis approach. This SWOT approach can be divided into 2 factors, namely internal factors as strengths (Strengths) and weaknesses (Weaknesses); and external factors as opportunities (Opportunities) and threats (Threats). As for a brief explanation of the internal and external factors of the development of the Pinggir Swamp Tourism Village as follows:

1. Strengths

- Natural tourist attraction located in the downtown area
- Focus on empowering local communities
- Have an organized culinary business management system
- Tourist attractions at affordable prices for the lower middle class

2. Weaknesses

- Relatively small road access
- Facilities and infrastructure use less sturdy materials
- Limited regional special souvenirs
- Lack of tourist attractions such as events in the cultural sector

3. Opportunities

- Support from the government, especially the Department of Culture and Tourism
- Increased tourist interest
- Improving the welfare of local communities

4. Threats

- Many other similar tourist attractions around the lake
- Environmental damage due to arbitrary development

Furthermore, each strategy that will be used in the development of the Swamp Pinggir Tourism Village is described, seen from:

1. SO strategies that use strengths to generate opportunities, namely: 1) Coordinate with Disbudpar in developing tourist attractions; 2) Absorb more local people to work or open a business when developing the Swamp Pinggir Tourism Village area; 3) From the amount of investment that is not proportional to the operational costs of the high tourist arrivals, it is necessary to adjust the entrance ticket price and income from each business unit owned.

2. ST strategy that uses its strengths to overcome threats, namely: 1) Maintaining and innovating on the development of tourist attractions and business management to provide a satisfying experience for tourists; 2) Increase the expansion of tourist attractions while still paying attention to the beauty of nature as the main attraction and paying attention to sustainable development.

3. The WO strategy is a strategy that is determined based on the utilization of existing opportunities by minimizing existing weaknesses, by: 1) Improving road access to tourist sites by coordinating with Disbudpar as a mediator; 2) Improve facilities and infrastructure with solid materials; 3) . Educate local people about souvenirs in order to understand the potential that can be developed and prioritize the supply of souvenirs from local community businesses.

4. WT strategy is a strategy to minimize weaknesses to avoid threats which can be done by: 1) Increasing road access as a comparison with other similar tourist attractions; 2) Innovate in making promotions by presenting new tourist attractions as selling points and characteristics.

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