

DEVELOPMENT OF TOURISM POTENTIAL IN BATULAYANG TOURISM VILLAGE, CISARUA SUB-DISTRICT, BOGOR DISTRICT

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Abstract. Batulayang Tourism Village is located on Jalan Sultan Hasanuddin, Batu Layang, Cisarua District, Bogor Regency. The village has two hamlets, four neighborhood associations, and twenty-three neighborhood associations. Because each region has different tourism potential, Batulayang Tourism Village has its own uniqueness in developing and assessing this potential. The purpose of this research is to examine the application of the Pentahelix model involving the government, community, entrepreneurs, media, and academics in Batulayang Tourism Village in developing tourism potential. The approach used in this research is qualitative. The sampling technique used in this research is purposive sampling. In addition to data collection methods, documentation, interview, and observation procedures were also used. The results showed that the growth of Batulayang Tourism Village with the pentahelix model was not ideal and the potential synergy of the actors had not been realized.

Keywords: tourism potential development; tourism village; pentahelix.

I. INTRODUCTION

Indonesia has abundant natural and cultural resources, and the country's tourism industry is growing rapidly every year. The tourism industry contributes significantly to the Indonesian economy in a number of ways, including increasing value-added and foreign exchange earnings as well as creating jobs and empowering local communities. Data from the Ministry of Tourism and Creative Economy shows that, after declining in 2020 due to the Covid-19 pandemic, tourism's GDP contribution to the national economy rose by 3.14% in 2021. The tourism industry also generates tremendous foreign exchange. Before the Covid-19 pandemic in 2019, the tourism industry generated USD 16.9 billion in foreign exchange. One industry that contributes significantly to job creation in Indonesia is tourism. Data from the Ministry of Tourism and Creative Economy shows that in 2019, the tourism sector absorbed around 13 million workers, which is equivalent to 10.28% of the total national workforce. Based on these data, it can be said that the tourism sector in Indonesia has a very important role in driving national economic growth. Of course, this is important for the growth of Indonesian tourism, especially in areas that have great tourism potential.

Bogor Regency, especially the Puncak area, is one of the most famous tourist destinations in Indonesia and the world. With a cool climate and beautiful mountain scenery, this region is a major destination for local and foreign tourists. The Puncak area is known for its many natural tourist destinations such as tea gardens, waterfalls, and agro-tourism, which

contribute greatly to the increase in tourist visits each year. In the last three years, tourist visits to Bogor Regency have increased significantly. In 2022, the number of tourist visits was recorded at 3.3 million people, where tourist visits increased from the previous 1.7 million people in 2021. So that this is a potential increase in tourist attractions with the existence of tourist villages located in Bogor Regency. Bogor Regency has 435 villages spread across various regions. If each village is developed into a tourist village, the economic potential that arises is certainly very large. Tourism villages also play an important role in preserving local resources and culture. Each village has unique characteristics that can be used as tourist attraction data, such as forests, caves, culinary specialties, and other natural attractions.

One village that has great potential in tourism development is Batulayang Tourism Village, which is located on Jalan Sultan Hasanuddin, Batu Layang, Cisarua District, Bogor Regency. This village is fairly easy to access by tourists who have private vehicles both from Jabodetabek and other regions. Of course, this strategic location is a great opportunity for Batulayang Village to develop into one of the main tourist destinations in Bogor Regency.

Based on this, researchers will concentrate on the problem of the unexploited tourism potential of Batulayang Tourism Village and plans to maximize this potential.

Tourism

As tourism has become more globalized, hundreds of millions of people now consider it a basic necessity. It makes sense to include tourism in the list of inalienable human rights that need to be respected. This eventually made the UN, the

World Bank, and the World Tourism Organization (WTO) as well as other international organizations realize the importance of tourism to human life, especially in relation to social and economic activities. (Wibowo et al., 2008).

The following definitions of tourism, travelers, and tourism are contained in Article 1 of the Law of the Republic of Indonesia No. 10 Year 2009 on Tourism:

- a. Tourism is an activity carried out by a person or group of people who travel to a certain location for a short period of time to relax, develop themselves, or research tourist attractions in an area.
- b. People who travel are called travelers.
- c. Tourism encompasses a wide range of tourism-related activities supported by facilities and services offered by local, state, federal and entrepreneurial governments.
- d. All tourism-related activities fall under this category; they take many different forms, spanning multiple disciplines and dimensions.

Types of Tourism

According to Spillane in (Teknik et al., 2018), states that there are various categories of special tourism, namely:

1. Pleasure Tourism

People who travel for pleasure, to discover new places, or just out of curiosity travel for pleasure. The goal is to relieve stress, get some fresh air, or discover something new.

2. Recreation Tourism

The purpose of this type of tourism is to make the most of vacation time to rest and recover mentally and physically. Travelers are looking for ways to release the weariness and fatigue that they experience every day.

3. Cultural Tourism

This type is undertaken by tourists who are interested in learning about the customs, social life and culture of other societies. They visit historical monuments, heritage of past civilizations, art centers, places of worship, or attend art festivals such as music, theater, and traditional dance.

Village Tourism

A tourist village is a rural area that has several special characteristics to become a tourist destination. (Faris Zakaria and Rima Dewi Suprihardjo, 2014). The community here is still largely practicing customs and customary practices. In addition, the tourist village area is characterized by a number of supporting aspects, including traditional food, agricultural systems, and social systems. Combining attractions that highlight aspects of rural life, such as customs, social structures, traditions, culture, and cuisine, with lodging options that utilize environmental resources such as halfway houses, creates the form of a tourist village.

Tourism Village Development

The idea of community development stems from significant opposition to the idea of community work, which is often carried out by governments. The phrase "community work" is commonly used by government and educational organizations to describe voluntary work done by

unemployed youth and students. Meanwhile, the judiciary defines *community work* as a form of community service for law offenders, which is used as an alternative activity during a certain period. (Susan Kenny, 1994: 9 in (Community Development Book (1), Zubaedi, 2013:)).

Referring to the opinion of Gordon G. Darkenwald and Sharan B. Cannon, in the book (Community Development Book (1), Zubaedi, 2013) Tourism development by considering the impact of economic development on the environment as well as aspects of sustainability or the relevance of future resources. The purpose of this research is to develop a community-based tourism model in Bogor Regency. (Darkenwald, Gordon, G, and Merriam, Sharan, B, 1982: 13 in the book Community Development (1). (Community Development Book (1), Zubaedi, 2013) .)

Tourism Village Development with Pentahelix Strategy

According to Wahyuningsih, 2021 in (Sari et al., 2022) Penta Helix involves the government working with the media, private industry, academia, and community members. Each group has certain responsibilities and tasks, and complement each other. In addition to acting as a regulator, the government is in charge of regulating, running, supervising, allocating funds, licenses, programs, and policies. It also creates new knowledge and supports a network of public-private partnerships. Academia is the interpreter of information sources. Business activities that generate added value, provide capital through corporate social responsibility methods, and offer technological infrastructure are carried out by the private sector. To assist the community during the entire process, the community also serves as an intermediary between stakeholders. In addition, the media helps with publicity and serves as a socialization tool for the community.

II. RESEARCH METHODS

This research uses qualitative research methods, to reveal and describe facts, situations, phenomena, variables, and conditions in writing during the evaluation process. In this study, researchers collected data by directly observing the object area under study. With the aim of dealing intensively with various problems that arise.

This research was conducted in a tourist village in Bogor Regency, West Java Province. The selected tourist village is Batulayang Tourism Village located at Jalan Sultan Hasanuddin, Batu Layang, Cisarua District, Bogor Regency, West Java.

Purposive sampling is the method used in this research to identify informants, and pentahelix is the type of informant chosen. This is because, as revealed by (Hidayah: 2019) that pentahelix is a key player that plays a role in the success of tourism development in a tourism destination. This pentahelix is a collaboration between various fields and parties consisting of academics, business people, communities, government, and media.

Primary and secondary data sources were used in this research, using data collection methods, such as note-taking, interviews, and observation. This research uses data reduction, data presentation, and verification techniques for data analysis (conclusion drawing). In addition, this study used reflexivity

and data triangulation as two techniques to evaluate data validity.

III. RESULT AND DISCUSSION

Overview of Batulayang Tourism Village

Batulayang Village is located in Cisarua District, Bogor Regency, West Java. Batulayang Tourism Village was built by all components of the community with the guidance of the Bogor Regency Culture and Tourism Office. There are approximately 9,541 people living in the village, including 4,435 women and 5,106 men. There are two hamlets, four neighborhood associations, and twenty-three neighborhood associations.

Batulayang Village There are many locations for tourists to choose from, ranging from natural, agricultural, educational, to cultural tourism. These destinations are combined to present a very interesting and representative village tourism experience. Because each region has different tourism potential, Batulayang Tourism Village is unique because it is able to create and explore these potentials.

There are two cultural tourism destinations in Batulayang Village. Among them are traditional West Javanese arts and musical instruments such as jaipong and angklung. Angklung and jaipong are customs to welcome tourists to Batulayang Tourism Village. Local residents often bring tour packages for activities held at night to make it easier to get acquainted with tourists.

Two tourism concepts, namely as tourist destination facilities, such as campgrounds, homestays, baths (Pangojayan Caimandala), and tourist lodges, become the attraction of artificial or craft tourism in Batulayang Tourism Village. Knitting tourism, various handicrafts, and agricultural tourism are part of the concept of artificial tourism as a tourist attraction.

With the vast expanse of rice fields and agriculture, tourists can see firsthand activities from traditional plowing and planting activities to harvesting agricultural products. Batulayang Village Tourism presents local wisdom and friendly tourism that emphasizes togetherness as well as direct interaction with local residents. Such as doing gotong royong activities, ngaliwet (eating together), learning to make handicrafts and other joint activities. What must be remembered at Camp Bukit Caimandala in 2022 visitors seemed to get an extraordinary and very memorable experience that made them want to return to visit Batulayang Village Tourism and give the impression of getting a new family.

The development of natural, cultural, and artificial tourist attractions is included in the tourist destination development policy as stated in Article 11 of the Bogor Regency Regional Regulation No. 7 of 2020 concerning the Bogor Regency Tourism Development Master Plan. Furthermore, this article highlights the development of national standards for facilities, management of public infrastructure, and supporting tourism facilities. Article 14 identifies key locations for the growth of the tourism industry, where Batu Layang Village can find potential in its surroundings in line with the themes of agritourism and nature tourism. In addition, Article 4 of the

West Java Regional Regulation No. 2 of 2022 on Tourism Villages regulates efforts to develop the village's potential, including providing infrastructure and facilities and coaching village governments on how to initiate and develop their potential. In addition, Article 7 regulates the best way to facilitate the growth of Desa Wisata's potential, including how to build amenity, accessibility, and tourist attraction.

Batulayang Village is located in Cisarua District, Bogor Regency, West Java. Under the direction of the Bogor Regency Culture and Tourism Office, the entire community built Batulayang Tourism Village. A total of 43 halfway houses in Batulayang Village are managed by local residents themselves. Batulayang Tourism Village can be accessed by motorized vehicles and motorcycles through paved roads and rocky roads (Nining Latianingsih 1, Christina L Rudatin 2, 2021).

Batulayang tourist village, is rich in destinations, both natural tourism, agricultural tourism, educational and cultural tourism which are all integrated so as to present a very attractive and representative village tour. In 2021, Batulayang Tourism Village has also received an award from the Ministry of Tourism in the form of Sustainable Tourism Village Certification. Batulayang village tourism is a goal to improve the community's economy in developing human resources by optimizing potential and maintaining existing culture and culture in the tourism sector, while maintaining the wealth of existing natural resources (Batulayang Tourism Village Profile 2022).

History of Batulayang Tourism Village

At the end of 2019, there was an outbreak of Corona Virus Disease (Covid-19) in Wuhan. Due to the rapid spread of Covid-19, the Indonesian government imposed a lockdown that prohibits people from leaving or entering certain areas. Due to lockdowns, every industry in the world has been affected by COVID-19, including the travel and tourism industry. The impact of this pandemic can also be seen in the number of tourist visits to Bogor Regency. Based on BPS statistics, in 2020 there were no foreign or domestic tourists visiting the Accommodation, while in 2021 the number of domestic tourists was 4,691,066 people. To revive the tourism sector, the following three strategies are proposed:

1. Innovation (determination of priority destinations)
2. Adaptation (all parties must adapt to pandemic conditions)
3. Collaboration from all parties (Anggraini, 2021).

Tourism villages that prioritize community-based tourism (CBT) are one type of alternative tourist destination. In the future, community empowerment, namely the involvement of local communities in tourist destinations, will become one of the main strategies for tourism development. This condition is a shift in the orientation of people who previously only did ordinary recreation to popular tourist destinations but now turn to nature tourism activities, interacting with the community to learn the uniqueness and characteristics of tourist destinations. In applying the concept of Community Based Tourism (CBT), the participation of local communities

is very important to achieve sustainable development goals (Salazar*, 2012).

Batulayang Tourism Village, located in Cisarua District, Bogor Regency, uses the concept of Community Based Tourism (CBT) in its operations. Due to its full understanding of tourism potential and its status as a popular tourist attraction, Batulayang Tourism Village is categorized as a sustainable tourism village (Asep, 2023). Sandiaga Uno, Minister of Tourism and Creative Economy, named Batulayang Tourism Village as a sustainable tourism village. Batulayang Tourism Village is the first village in Bogor Regency to obtain this accreditation, according to Intan (2021).

Batulayang Tourism Village offers a variety of tours that include nature, agriculture, education and culture. All of these are well integrated to create an interesting experience for tourists. The village is famous for its beautiful natural scenery, coupled with cultural performances such as jaipong dance and angklung music that welcome tourists from the beginning of their arrival until the evening. There, tourists can also see first-hand traditional farming activities, from plowing the fields to harvesting.

Before becoming a tourist village, Batulayang Village was a village where people lived simply by relying on agriculture and plantations. The daily life of the villagers is very dependent on nature. In addition, the village is also rich in local traditions and handicrafts passed down from generation to generation.

As a tourist village, Batulayang offers "SABA DESA" activities or a tour around the village, where visitors can interact directly with farmers, learn how to farm, and even plow rice fields using buffaloes. Tourists can also learn to make handicrafts, such as knitting, making products from plastic waste, and trying a typical village drink called Wedang Layang. In addition, there are waste processing and sorting activities that visitors can participate in.

For travelers who want to learn more about destination management, Batulayang also provides training on administration and marketing that can be applied in their workplace. For groups or companies, there are outbound activities designed to train cooperation and cohesiveness. In this village, tourists can also see first-hand community activities, such as gotong royong and social interactions that are typical in rural areas.

Potential of Batulayang Tourism Village

Tourism potential can be developed if the tourism component has been fulfilled optimally. Batulayang Tourism Village has a lot of potential that has developed well and can still be improved. The following is a description of the potential of Batu Layang Wisu Village:

1. Beauty of Nature

The scenery of Batulayang Village is breathtaking, offering views of green hills and vast rice fields. Visitors can enjoy the fresh air and stunning scenery. The number of visitors who come to enjoy the rural atmosphere is clear evidence of this potential.

Visitors can also witness agricultural activities up close, from harvesting rice to using buffaloes to plow the fields.

2. Agricultural Tourism

One of the big attractions in Batulayang is agricultural tourism. Tourists can learn first-hand how to do traditional farming, participate in planting rice, and plow rice fields using buffaloes. A program like this is already running under the name "SABA DESA", where tourists tour the village and participate in the activities of local farmers. This provides a unique and educational experience for visitors, which has already received a lot of positive feedback from tourists.

3. Cultural Tourism

Batulayang is also rich in local culture that is still preserved today. For example, Jaipong dance performances and traditional angklung music welcome every group of tourists. Not only that, Batulayang also often holds cultural events that involve the community, so that tourists can feel the richness of local traditions. Tourists will be attracted to this tourist attraction compared to other tourist attractions, and most likely will return again.

4. Educational Tourism

Tourists can not only take a vacation, but also learn many things in Batulayang Village. Educational activities such as learning to farm, making handicrafts, and waste management have become part of the tourist experience. Tangible evidence of this program can be seen from waste recycling activities that involve tourists in making products from used materials, such as bags or home decorations from plastic waste. Visitors are also taught how to make Wedang Layang (Batulayang village's signature drink), as part of their learning experience.

5. Handicrafts and Culinary Tourism

The village also has great potential in terms of handicrafts and culinary. Tourists can participate in craft making such as knitting or making decorations from plastic waste. These handicraft products are sold as souvenirs, which is clear evidence of how the creative economy in the village has developed. In addition, culinary tours such as tasting Wedang Layang are also an attraction that adds to the tourist experience in Batulayang.

6. Outbound and Group Training

For tourists who come in groups, such as from companies or institutions, Batulayang Village provides outbound activities. This activity aims to train cohesiveness and teamwork through various games and challenges. As many companies choose Batulayang as a place for their team training. In this village, one of the most popular travel packages is this outbound activity.

7. Local Wisdom and Gotong Royong

The life of the Batulayang community is still very thick with mutual cooperation values. Tourists who come can see firsthand or even participate in mutual cooperation activities, such as cleaning the village or helping in other social events. For example, many tourists are impressed by the togetherness of the community and feel a different experience that they rarely encounter in the city.

8. Infrastructure and Facility Development

Batulayang Village has begun to build infrastructure that supports tourists, such as homestay concept lodging, public facilities, and improving access roads to the village. The real evidence of this development is the increase in the number of tourists who come, due to easier access and better facilities. In addition, waste management in the village has also been improved to support sustainable tourism.

The potential of Batulayang Tourism Village is also supported by government regulations, such as the Bogor Regency Regional Regulation No. 7 of 2020 concerning tourism development in the area, as well as West Java Regional Regulation No. 2 of 2022 which specifically regulates the development of Tourism Villages. These regulations help the village receive support in terms of infrastructure development, community training, and tourism promotion.

Pentahelix Collaboration in Batulayang Tourism Village Development

Government

The government acts as the main driver in creating policies and regulations that support the development of Batulayang Tourism Village. The local government provides a budget to build infrastructure such as roads, public facilities and tourist accessibility. Concrete evidence: The Bogor Regency Government has supported the development of tourist villages through the Bogor Regency Regional Regulation No. 7 of 2020 which regulates the development of tourist destinations based on nature, culture and the local economy. The government also provides support in promotion and training for communities to improve their skills in the tourism sector.

Academics

Academics play a role in providing relevant research and education for the development of Batulayang Village. They conduct research to help the community and businesses understand the tourism potential and how to develop it. Tangible evidence: Universities or educational institutions are often involved in training programs or seminars for village communities, providing knowledge on tourism management, environmental management and business skills required in sustainable tourism.

Business Actors

Business actors or the private sector play a role in supporting economic activities in the village. They invest in tourism ventures such as the construction of lodges, restaurants, and the provision of other tourism services. Tangible evidence: Some local tourism companies have partnered with villagers to develop homestays and offer

attractive tour packages for tourists. This helps to increase the income of local communities and expand employment opportunities.

Community

Local communities are key in the development of tourism villages, as they know the potential and needs of their area best. Batulayang villagers are active in tourism activities, such as becoming tour guides, managing homestays, and offering local products. Tangible evidence: The Tourism Awareness Group (Pokdarwis) in Batulayang plays an important role in managing various tourism activities, including agricultural activities, traditional arts and crafts. They are also involved in educational programs for tourists, such as the "SABA DESA" activity that introduces daily life in the village.

Media

The media plays a role in promoting Batulayang Tourism Village to the wider community. By utilizing mass media and social media and other forms of media, the potential of this village can be recognized by more people, both at the local and national levels. Tangible evidence: Local media often cover tourism activities in Batulayang, and tourists often share their experiences on social media. This helps introduce the village to potential tourists who are interested in visiting introduce the village to potential tourists who are interested in visiting.

IV. CONCLUSIONS

If many pentahelix participants work together, a tourism community with a pentahelix model is created. An innovative concept to make a tourist village a choice of tourist attraction will be born with the formation of cooperation between these actors. Although the five pentahelix actors each contribute to the growth of Batulayang Tourism Village, the interaction between these actors is still lacking. Therefore, to encourage innovation in the development of tourist villages, opportunities for cooperation between pentahelix actors must be created. Furthermore, the ambitions of the five pentahelix actors should be included in the development of cooperation policies. If further research is conducted, it is important to determine how the pentahelix actors can most effectively work together to develop tourism villages. Collaboration is essential for the development of tourism villages because it can encourage the expansion and progress of the village while having a good impact on the local population and its surroundings. To expand the potential of tourism villages in other locations, one of the Pentahelix concept collaborations involving the Community, Government, Companies, Academics, and Media can be an example.

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