



## COMMUNITY-BASED TOURISM DEVELOPMENT IN KERANGGAN ECOTOURISM VILLAGE, SOUTH TANGERANG CITY

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### ABSTRACT

Community-based tourism development represents a facet of sustainable tourism. Keranggan Tourist Village's diverse potential attractions, facilities, and supportive communities are a prime example of an actively developing tourist village. While Keranggan applies community-based development principles, there is room for enhancement through more effective strategies. This research seeks to analyze the economic, social, and cultural dimensions of Community-Based Tourism (CBT) in the development of Keranggan Tourist Village. Drawing from reputable journals, the literature review method serves as the research approach. Economic indicators focus on implementing green entrepreneurship, while social indicators emphasize enhancing the performance of Pokdarwis. Cultural indicators encompass initiatives such as information exchange between local communities and guests, conducting comparative studies with other tourist villages, and providing tourism-related training for the community.

**Keywords:** tourist village, community-based tourism, Keranggan tourist village

### INTRODUCTION

Tourism villages in Indonesia are implementing sustainable tourism development based on communities whose development is expected to have equality in the perspective of sustainable tourism development (Gautam et al., 2020). The development of tourist villages is an alternative tourism product that can encourage sustainable rural development and has management principles (Utomo et al., 2021). Community-based tourism can also be a strategy to preserve the environment and involve the community in managing tourism in their village with a sustainable concept and respecting the local community's culture (Wang & Aenis, 2019).

Community-based tourism is a concept that enables local communities to develop, manage, and run their tourism offerings (HAREEBIN, 2021). The practical application of CBT can support local economic development by creating jobs, encouraging fair local community participation, preserving cultural heritage, and improving welfare (Pramono & Prahiawan, 2022). The participation of tourist village residents in developing tourist villages is vital in enabling development to run smoothly and efficiently (Pramono, 2022). The roles and functions of each stakeholder, namely the government, private sector, and society, are interrelated and must work together to achieve and realize the agreed development goals and targets (Musavengane, 2019).

Indicators that can reveal whether the development of a tourist village is successful can be measured from the impact of economic, social, and cultural indices on the community (Amoiradis et al., 2021).

Keranggan tourist village is in Setu District, South Tangerang City. The natural and cultural potential in the Keranggan tourist village, crossed by the Cisadane River to the west, which is still natural, green, and beautiful, is a natural wealth that can be utilized for Ecotourism (Yuliana et al., 2021). The Keranggan tourist village ecotourism was formed because the village community wanted to protect the ecosystem and wanted to prioritize local wisdom that was environmentally friendly. As a tourist village, Keranggan has also prepared ten homestays with five homestays that visitors and three homestays can use to reach tourism standards (Hurdawaty & Pusphanjali, 2022). The Keranggan tourist village has the potential to improve the economic situation of residents and benefit residents (Antonio et al., 2022). The supporting components in this tourist village are tourist attractions, amenities, additional services, and accessibility.

Keranggan tourist village provides various household industrial, food, and craft products. The types of food produced include crackers, chips, *dodol*, nuts, cakes, and cassava. The number of small, medium, and micro business actors who routinely carry out their business activities is around 200, and most of them are still traditional, from processing raw materials, cooking processes, and packaging to marketing (Khaeriah, 2021). Many visitors from various regions conduct studies and visits to see firsthand and try the cooking process themselves, making doormats, T-shirt screen printing, or other handicrafts (Arni et al., 2021). With these potentials, community-based tourism can be implemented by empowering these potentials so that it will have a positive impact on the economic growth of the region.

## RESEARCH METHODOLOGY

This research is a literature review that discusses community-based *tourism*. Literature reviews help provide an overview of existing research by gathering the available evidence to examine a topic (Linnenluecke et al., 2019). Google Scholar was chosen as a database because of open access to many journals about CBT. This research applies qualitative methods by elaborating the results descriptively. This research uses a database of journals published from 2018 to 2022 on Google Scholar, with nine national and 18 international journals. The literature review about community-based tourism and the Keranggan tourist village analyzes the development of community-based tourism in the Keranggan tourist village.

## RESULTS AND DISCUSSION

CBT is a concept that is understood to be managed and owned by the community, for the community that supports local service providers and suppliers and focuses on the interpretation and communication of local culture and the environment (Eky et al., 2021). CBT can also balance and integrate conservation and development so that people can participate and benefit through tourism aspects (Nurlaila et al., 2021). Keranggan tourist village is where local people develop their tourism potential. CBT is a form of tourism that provides opportunities for local communities to plan and develop tourism to support the successful development of tourist villages (Aprillia & Refranisa, 2020). Community involvement is seen in various tourism village management activities, homestay management, serving visitors, and home industry businesses (Sitorus & Brito-Parada, 2022). In the Keranggan Tourism Village this district has great potential

to develop this tourist village, as can be seen from the current community involvement in various tourism activities in the Keranggan Tourism Village. This CBT potential must involve the entire community to manage and develop community-based tourism in the Keranggan tourist village.

In developing community-based tourism in tourist villages, community involvement is most significant to create sustainability and better opportunities for residents by generating benefits from tourism in community areas. In this case, the people of Keranggan Tourism Village must be equipped to manage the tourist village and its role. Local communities are essential stakeholders in tourism development and government and private industry. The stakeholders described above include three parties: the government, the private sector, and society. The roles and functions of these stakeholders cannot stand alone but must work together to achieve and realize the agreed development goals and targets (Susanto & Rambano, 2022). In this case, the community in Keranggan Village must collaborate with the government and the private sector so that what Keranggan Village needs in providing quality services and attracting visitors can be carried out in a directed and targeted manner.

Indicators are one aspect that can show the success or failure of developing a tourist village. Thus, indicators can be used for development to benefit society economically, socially, and culturally (Susanto & Rambano, 2022). Economic indicators in community-based tourism are increasing community income, employment and business opportunities, and regional income (Pramusita & Sarinastiti, 2018). The development of economic indicators can start from the application of the concept of green entrepreneurship. Green entrepreneurship is an activity that is consciously carried out to address environmental and social needs through the application of entrepreneurial ideas amidst high risks and the hope of a positive impact on environmental and financial sustainability (Mio et al., 2019). The application of green entrepreneurship is carried out by sellers of home industry products, such as cassava chips, the leftovers from which can be used to produce new products, significantly increasing the sellers' income (Kusumaningsih & Herman, 2018). Sellers of home industry products can also benefit from compost, animal feed, soap, and other products that can be developed from waste or recycled products based on their creativity (Kusumaningsih & Herman, 2018)

Social indicators include community members in every aspect, increasing community pride, and improving the quality of community life (K. C. Arum et al., 2022). Regarding social indicators, the community in Keranggan Village must involve all aspects of society in managing the tourist village according to their respective abilities and expertise, namely by developing Pokdarwis (Tourism Awareness Groups). Pokdarwis is a village institution whose members consist of tourism actors with concern and responsibility and act as drivers of tourism development in the village area (Khairunnisah, 2019). Pokdarwis Keranggan is an inseparable part of the determination to become a Keranggan Tourism Village, which started from the will of the residents and was facilitated by several prospective communities in deliberation. The survival of an organization is determined by its success in managing its human resources (Waruwu et al., 2020). Pokdarwis Keranggan must be able to develop new products and services and direct the organization to achieve strategic goals effectively and efficiently, build high managerial skills, and create a healthy working atmosphere (Purwanto, 2022). This achievement can be achieved by mediating the relationship between knowledge management and performance, as well as the impact of the work environment on performance. Thus, this shows that increasing the performance of Pokdarwis can benefit the residents of Keranggan Tourism Village (Pramezwary, 2022).

Cultural indicators encourage people to respect local culture, heritage, and traditions in tourism activities (Padmaningrum et al., 2022). CBT has the concept of maintaining cultural integrity so that it does not change or merge with other cultures (Wismaningtyas et al., 2023). The impact of tourism on cultural aspects can be seen in the exchange of information between host and guest (*host and guest*) regarding the potential of village crafts, arts, traditions, customs, lifestyle, and culture, which ultimately give rise to deeper interactions (Rohani & Zulfah, 2021). Managers can help develop cultural exchange by conducting comparative studies, namely visiting other tourist villages where they will learn from other tourist villages in managing and marketing their tourism so that it can be applied in the Keranggan Tourism Village (Hidayah et al., 2021). Not only conducting comparative studies to convey information to guests, but the public must also be provided with education and training to increase knowledge and skills in various aspects of tourism, such as hospitality, service, and cultural awareness, which can be achieved through various efforts, namely workshops, seminars, and training programs (N. A. Arum, 2021). Based on previous researchers' economic, social, and cultural indicators, the Keranggan Tourism Village is community-based.

## CONCLUSION

Based on the literature review research results, it can be concluded that the Keranggan Tourism Village is a CBT-based tourist village. This can be seen from the economic indicators developed by implementing green entrepreneurship by business actors to increase income by producing new products using leftovers from previous production. The social indicators developed are improving the performance of Pokdarwis, which is beneficial for residents by mediating between knowledge management and performance. The development of cultural indicators is an effort to exchange information between local communities and guests, conduct comparative studies with other tourist villages for implementation in the Keranggan Tourism Village, and provide training for the community to increase knowledge and skills in tourism aspects.

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