

FEASIBILITY ANALYSIS OF NAMICALUNG VILLAGE TO BECOME MAJALAYA'S LEGENDARY SARONG WEAVING TOURISM VILLAGE**Shinta Larista, Rheinanda Awliya Agista, Dewa Alit Dwija Putra**

Telkom University, Bandung, West Java, Indonesia

Email: shinta22larista@gmail.com, reagista@student.telkomuniversity.ac.id, and

dwijaputra@telkomuniversity.ac.id

Abstract:

Woven textiles, a vital aspect of Indonesia's cultural heritage, greatly influence the Nusantara archipelago's identity. Majalaya in West Java, known as the "Dollar City," has been a flourishing center for weaving since 1920, notably contributing to the production of woven sarongs, meeting 47% of national demand. In this textile-rich region, Namicalung Village has earned its place in history as a center for sarong weaving, notably recognized for its "poleng" motif. Namicalung's residents aspire to establish the village as a legendary sarong-weaving tourist destination in Majalaya, complying with Provincial Regulation Number 7 of 2020. In pursuing this development, Namicalung must meet specific standards regarding accessibility, amenities, attractions, and institutionalization. A "tourism village" blends attractions, accommodations, and supporting facilities, respecting local traditions and practices. This study aims to conduct a comprehensive feasibility analysis to provide practical guidance for Namicalung's development as a sarong-weaving tourism destination. The research methodology employs an analytical approach to assess various aspects, including tourism potential, infrastructure, economic impacts, and visitor experiences. The outcomes of this research hold significant value in evaluating the overall feasibility of transforming Namicalung Village into a Sarong Weaving Tourism Destination in Majalaya that can assist the local community and stakeholders in taking relevant steps toward the development of an attractive and sustainable tourism destination.

Keywords: Feasibility Analysis, Sustainable Tourism, Namicalung Villages**INTRODUCTION**

Indonesia has many typical fabrics of the archipelago, woven cloth is one of the wastra of the archipelago (Djuniwanti et al., 2022) (Yunda et al., 2022). Traditional fabrics such as woven sarongs have a very deep philosophical meaning and require a high level of skill in the manufacturing process (Ciptandi et al., 2016); (Suryaningsi et al., 2022). Woven fabrics are not only born from the traditions of the community, there are weaving that is born and developed through communities in business that come from industrial demand, one of which is the Majalaya region.

Since 1920, Majalaya located in Bandung Regency, West Java, has been one of the most developed weaving industry centers in Indonesia. Majalaya in the past became the main production center for woven sarongs which controlled about 47% of the total demand in the woven sarong industry (Oktaviani, 2016). Majalaya was once known as the "City of Dollars" due

to its reputation as the pioneer of the largest textile industry in West Java. (Rahayu & Sasmito, 2021); (Faithful & Finlayson, 2005) (Indriani et al., 2023)

Namicalung Village is a village that is closely related to the history of the development of sarong weaving centers in Majalaya. Initially, Namicalung Village was known as the center of making striking checkered pattern sarongs known for their distinctive Majalaya sarong motif called "poleng". One of the oldest motifs in Majalaya is Poleng Sub-district which has existed since the 1930s. Because of this connection, the people of Namicalung Village strive to make Namicalung a Sarong Village Tourism Village in Majalaya. (Chahyani, 2022); (TAN et al., 2021) (Windiawati & Hairunnisa, 2020)

Tourism villages are a form of integration between attractions, accommodation and supporting facilities that are part of local life and are also intertwined with local procedures and traditions (Arintoko et al., 2020). This is regulated in Bandung Provincial Regulation Number 7 of 2020. To obtain the status of a tourist village, an area must meet several conditions and regulations that have been set 3. One of them is to meet accessibility, amenity, Attraction, and Institutional standards. Accessibility refers to the ease of reaching a tourist village, including efficient transportation and adequate infrastructure. Amenities include facilities and services that make visitors comfortable, such as lodging, restaurants, and other public facilities. Attraction refers to the unique and interesting attractions of the village, such as art, culture, and natural beauty. On the other hand, the facility must meet the requirements for a tourism village management organization formed by the village government to develop the area into a tourist village. (Purmada et al., 2016) ((Ciptandi et al., 2016); (Fitari & Ma'rif, 2017).

In order to successfully develop Namicalung village as a Majalaya Sarong Weaving tourism village, a thorough and comprehensive feasibility analysis must be carried out as a reference to determine concrete steps. By conducting this analysis, we can carefully assess the various aspects involved, such as tourism potential, infrastructure, economic attractiveness, and visitor experience.

RESEARCH METHODS

This research uses qualitative methods, describing the existence of Namicalung village through the feasibility standards of Tourism Village set by the Bandung Regency Government. This study aims to obtain conclusions that will be used as a reference to build Namicalung Village into a Tourism Village. (Dillak et al., 2022)

The data sources used in this study are primary data and secondary data. Primary data were obtained from community leaders of Namicalung Village as well as interviews with the Head of Promotion and Creative Economy of Bandung Regency Disbudpar. Secondary data, obtained from scientific journals regarding the feasibility analysis of villages into tourist villages, as well as Bandung Regency Regional Regulations concerning the Management and Development of Tourism Villages. In data collection techniques using the results of interviews, observations and documentation. In analytical techniques, using SWOT analysis techniques, qualitative data includes data processing, data presentation and conclusions.

RESULTS AND DISCUSSION

Tourism Village Requirements

Accessibility

The existence of a tourist destination requires adequate facilities and infrastructure to not only attract tourists but also ensure its comfort. One important aspect of tourist comfort is easy access to tourist destinations. Accessibility is defined as a leading indicator of facilities that are seamlessly connected and easily accessible to individuals from different types of transportation systems available. Furthermore, Article 4 Chapter 10 of the Bandung Provincial Regulation on the Management and Development of Tourism Villages states that tourist access to tourist village destinations is guaranteed by ensuring the availability of adequate facilities and infrastructure. This aims to ensure the smooth movement of tourists to tourist destinations. Although Namicalung Village now has several public transportation networks nearby, tourists still have to travel a considerable distance to reach the place. Some of the accessibility options available in Namicalung Village are listed below. (Raharja et al., 2019)

Table 1 Namicalung Village Accessibility

Location	Distance	Time
Rancaekek Station	10 km	20 Minutes
Cicalengka Station	10 km	20 Minutes
Terminal Cicalengka	10.9 km	25 Minutes
Gerbang Tol Cileunyi	14.8 km	30 Minutes
National Road III	11.7 km	26 Minutes

Accessibility to Namicalung Village is still inadequate so there needs to be improvements and improvements in transportation facilities to facilitate travel to the Village. This is important because the distance that needs to be traveled from public transportation is still around 10 kilometers. Therefore, relying on private transportation becomes the only suitable option for the current circumstances.

Amenities









Amenities which refer to various facilities provided for tourists are one of the main supporting pillars in the development of tourism villages. Observations from a study conducted by Raharja in 2019 show that amenities and public facilities play a significant role in increasing the attractiveness of tourist villages.

According to Chapter 4 Article 11 of the Bandung Provincial Regulation on the Management and Development of Tourism Villages, amenities not only include the availability of facilities, but also social and comfort aspects that meet the physical and basic needs of tourists. In addition, it also includes additional supporting facilities such as accommodation, restaurants, and commercial facilities, as well as various tourism services. Furthermore, additional services such as banks, kiosks, and hospitals also play an important role in meeting the needs of tourists.

Around Namicalung Village, there are several amenities that can be visited, for a distance to take from the Namicalung Park reference because it is the center of association in Namicalung Village. (Raharja et al., 2019)

Table 2 Namicalung Village Amenities

Category	Location	Distance	Picture
Hospital	Hospital	2.6 km	 (Source: Google Maps)
	Ihsan Husada Clinic	1.8 km	 (Source: Google Maps)
	Midwife Devi Clinic	750 meters	 (Source: Google Maps)
Cafe	Cuan Cafe	450 meters	 (Source: Google Maps)
	Private Angkringan	260 meters	 (Source: Google Maps)
	As sweet as Coffe	950 meters	 (Source: Google Maps)

Restaurant	Namicalung Park Stalls	0 meters		(Source: Personal data)
	Padang Mak Uniang	350 meters		(Source: Google Maps)
	Saung Sapuluh	650 meters		(Source: Google Maps)
Mall	The Matic	3 km		(Source: Google Maps)
Lodging	Anteng Villa	15 km		(Source: Google Maps)
	Teras Luhur Villa	15.6 km		(Source: Google Maps)
	White Kina House	16 km		(Source: Google Maps)
Places of Worship	Namicalung Park Musholah	0 meters		(Source: Personal data)

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	Jami Al Hidayah Mosque	150 meters		(Source: Personal data)
	Istiqomah Mosque	650 meters		(Source: Google Maps)
Toilet	Namicalung public toilet	0 meters		(Source: Personal data)
Multipurpose Building	Namicalung Park	0 meters		(Source: Personal data)
	Sebaguna Building	Majlaya 3.6 km		(Source: Google Maps)
	Graha LA Building	Majalaya 2.3 km		(Source: Google Maps)
Green Open Space	Rice fields	-		(Source: Personal data)
ATBM Industry	Weaving Majalaya Natural Sutra	5.7 km		(Source: Personal data)

	Balqis Weaving House	2 km		(Source: Personal data)
Tour	Majalaya Square	2.3 km		(Source: Personal data)
	Sanding Waterboom	5.1 km		(Source: Google Maps)
	Majalaya Waterpark	7 km		(Source: Google Maps)

Based on data on existing facilities in Namicalung Village, it can be seen that there are many facilities available around the village. But there are still some facilities that are not complete. For example, a car park that is still not clearly marked so it is a little troublesome for tourists. In addition, tourists have to travel a distance of about 15 kilometers to reach the nearest inn. This shows that there is still a lack of accommodation facilities around Namicalung Village. In addition, there is still a lack of diversity in the variety of tours offered. All these aspects show that further attention needs to be paid to efforts to improve the facilities and tourist attractions of Namicalung village.





Attractions





Attraction is the main attraction or destination of a tourist destination. Tourism resources play a very important role in attracting tourists, and tourist destinations are required to have regional characteristics and attractiveness. Tourist attractions themselves can be classified into two main categories, namely natural attractions and cultural attractions (Raharja, 2019). According to Fitari's definition, tourist attractions cover all aspects of the daily lives of local residents and places within the village that allow for active interaction between tourists and local people. (2017)

Based on Article 4, Article 9 of the Regional Regulation on the Management and Development of Tourism Villages in Bandung Regency, tourist attractions must meet several criteria, including authenticity, uniqueness and uniqueness of tourism villages, as well as the potential for tourism business development and support. It is established that the standard must be met. As a specially designed tourist facility. For special historical events. Activities in tourist villages also include all activities available at the destination and what tourists can do during their

visit. Namicalung Village has several uniqueness, one of which is related to the textile industry, namely Majalaya woven sarong, and also related to the name of the village, namely "Nami" means "name" and "Calung" means "Calung Art" That's how the name originated. (Raharja et al., 2019)

Table 3 Namicalung Village Attractions

Attraction	Information	Picture
Namicalung Park	A cultural park established by Namicalung residents since 2020	 <p>(Source: Personal data)</p>
Motif Poleng Camat	The oldest motif of Majalaya Sarong Weaving, 1930	 <p>(Source: Personal data)</p>
Artefak Non-Machine Weaving Tools (ATBM)	Concrete evidence of the history of weaving in Namicalung	 <p>(Source: Personal Data)</p>
Namicalung sarong brand stamp artifact	Concrete evidence that Namicalung Village has had its own brand since the 1930s	 <p>(Source: Personal Data)</p>

Namicalung sarong motif catalogue artifacts	Concrete evidence of the heyday of Namicalung Weaving Gloves	
<i>(Source: Personal Data)</i>		
The history of Namicalung woven sarong	Historical records of the holster woven in Namicalung	
<i>(Source: Personal Data)</i>		
Clown art	Art carried out by the Namicalung community since 17 years ago.	
<i>(Source: Youtube Cultural Preservation Center Region IX)</i>		
Pencak Silat	One of the arts in Kampng Namicalung	
<i>(Source: Youtube Endra Nm)</i>		


The attractions in Namicalung Village, historically weaving, artifacts can be concrete evidence that is one of the attractions, but ATBM artifacts that should be interactive points and interaction with the audience unfortunately cannot be used, only in the form of piles of shapeless artifacts, so this is considered still inadequate so that there is a need for restoration of artifacts that become points of interest in Namicalung Village. This is important, apart from being an attraction for visitors, it is also used as a means of delivering messages to the audience to increase public knowledge about the history of Sarong Tenun in Majalaya, especially in Namicalung Village.

Institutional

In accordance with the provisions of the Bandung Regency Regional Regulation on Tourism Village Management and Development, especially Article 4 Chapter 12, this institution must qualify as a tourism village management organization initiated by the village government. The mission of this organization is to manage and develop the area to be recognized as a tourist village that has the potential to attract tourists. Implementing effective management requires skilled and competent human resources in their fields. (Purmada et al., 2016)

In Namicalung Village, many efforts have been made to support the formation of a sarong weaving tourism village, such as collecting historical relics and infrastructure development in the village.

Tabel 4 Kelembagaan Kampung Namicalung

Category	Information	Picture
Peasant Women's Group (Mothers in Namicalung)	The community of mothers formed in Namicalung to succeed the Bedas Village program as well as part of the Environmental arrangement towards a Tourism Village	

(Source: Personal data)

Kampung Bedas (Bebenah
Desa Sejahtera)

Environmental Agency Program
for
Implementing the 3rd mission,
namely: realizing regional
development based on
community participation,
sustainable, environmentally
sound and resilient to disasters.



(Source: Personal data)

Forum UMKM Nuswantara
(FUN)

FUN invites the community and
the district government
(Disbudpar) to collaborate in the
Majalaya Sarong Festival.



(Sumber: Google)

Institutions that contribute to efforts to preserve and progress Namicalung Village as the birthplace of the oldest motif of majalaya sarong, namely poleng camat. The efforts of several institutions have referred to efforts to realize Namicalung Village as a sarong tourism village. However, cooperation with various government institutions and communities is still needed to hold events related to majalaya woven sarongs, especially those from Namicalung as raised by FUN (Nuswantara MSME Forum) at the Majalaya Sarong Festival in 2022. As in implementing the 3rd mission, namely realizing regional development based on community participation, sustainable, environmentally sound and resilient to disasters.

SWOT Analysis

Strength

Has a provable history of weaving

Has extinct scabbard artifacts

Public facilities are available

There are craftsmen in the heyday of weaving who can explain the history of Sarong Tenun at that time

Weakness

Not yet well managed to be used as a Tourism Village

There is no introduction to artifacts and other historical evidence

Opportunities

Namicalung Village is open to innovation

Villagers who often take part in managing and making the village environment into a Tourism Village

As a place to display artifacts owned by the village

Threats

The distance that needs to be traveled from public transportation is still around 10 kilometers.

Accessibility to Namicalung Village is still inadequate so there needs to be improvements and improvements in transportation facilities to facilitate travel to the Village.

ATBM artifacts and other woven artifacts that should be interactive points and interactions with the audience cannot be used, only in the form of piles of shapeless artifacts.

CONCLUSION

Based on the research that has been done, it can be concluded as follows: (1) Namicalung Village has great potential for the development of Majalaya Sarong Tenun Tourism Village. Namicalung is open to innovation and residents actively participate in the management and development of the village environment to realize a potential tourism village. The existence of a reliable history of woven sarongs and a rare collection of poleng sarong crafts are the main strengths of this village. However, in terms of attractiveness for visits in Namicalung Village is still lacking, things related to weaving and artifacts such as ATBM artifacts, still need restoration to make it more attractive to visitors. (2) Currently, there are still management vulnerabilities that make this village unable to become a sarong weaving tourism village, more efforts are needed related to the introduction of relics and historical evidence of the village, this may be overcome by designing tour packages by utilizing travel agents to attract visitors to visit Namicalung Village. As for the distance from public transportation that reaches 10 kilometers and ease of access that still needs to be improved, this may be overcome by working with public transportation providers to add stopping points to Namicalung Village, so that visitors can easily reach the location of the tourist village later. Close collaboration between institutions, government, and the community is key in increasing tourism attractiveness and preserving the history of Namicalung Village.

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