

Research article

Community Participation in Developing the Pesona Golempang Natural Tourism Attraction

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Abstract.

This study aimed to determine an inventory of objects in the Golempang Charm Area of Darmaraja Village, in Darmaraja District, Sumedang Regency, as well as the forms of community participation in the development of these tourist attractions. Descriptive methods were used. This study used observations, questionnaires, interviews, a literature review and documentation analysis as data collection techniques. Households in the area of RW 10 in Darmaraja Village were included in the study and these were selected using random sampling. The results showed that in the tourist attraction Pesona Golempang there was: natural scenery from the top of Mount Golempang with an excellent natural panorama, which included the Jatigede Dam; extensive camping grounds; the potential for selfies; and opportunities for paragliding. Meanwhile, the forms of community participation in the development of Pesona Golempang tourist attraction took the form of labor, including for road construction, devotional work and tree-planting, and forms of material participation in road construction activities.

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1. Introduction

Tourism is one of the government's mainstay sectors, one of which is in Indonesia because Indonesia has abundant tourism potential. Currently, the tourism sector is the country's largest foreign exchange producer. The development of the tourism sector in Indonesia is accelerating. Viewed from the geographical aspect, this can affect the State of Indonesia in terms of the wealth of both natural resources, human resources and culture that is a tourist attraction both locally and internationally. So starting from the utilization, management, development and financing of a tourist area to be one of the focus of government attention.

Industry in the field of tourism if developed then it can improve the local economy and can also open new jobs for local communities. The notion of development is an effort made to achieve better change. In relation to tourism, development can mean

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increasing the components related to tourism, with the aim of attracting more tourists and satisfaction of tourists who come more, stay longer, spend more money, and tourism satisfaction can be optimally met, and the destination environment can stay awake [1].

The current development of tourism according to the world tourism organization World Travel and Tourism Council (WTTC) in 2018 puts Indonesia in the 9th position with the fastest growth of foreign tourists in the world. In addition, in 2018, the Indonesian Minister of Tourism was selected as the Best Ministry of Tourism in Asia Pacific and the Ministry of Tourism was set as the best in Asia Pacific. Regarding the competitiveness of national tourism through the Travel and Tourism Competitiveness Index (TTCI) Indonesia has reached the rank of 40 out of target 30 in 2019. The development of tourism in Indonesia has shown significant development [2].

Sumedang regency is an area whose land is mostly used for agriculture. So that the majority of his livelihood is as a farmer. Sumedang has hilly and mountainous areas. Tourist attractions offered in Sumedang Regency include nature tourism, cultural tourism, religious tourism, and educational tourism. Based on the tourism policy of Sumedang Regency described in the Regional Tourism Development Master Plan (RIPPDA) in 2013, tourism development is directed at the availability of adequate tourist attractions according to the potential of local resources and supported by reliable tourism actors [3].

Sumedang regency is currently increasing the potential of the village, one of the tourist attractions in Darmaraja Village whose area is Jatigede Dam. Darmaraja village is located in Darmaraja District, Sumedang Regency. Darmaraja Village, Darmaraja Subdistrict, Sumedang Regency, has an area topography in the form of a plain with several hills. While the central part of the Darmaraja Village area is in the form of rice fields and settlements. The southwestern part of the area in Darmaraja Village is dominated by plantations. The various natural resources that are owned give rise to the potential for tourism to be developed.

The problem in the field today is that there are potential objects that are still not optimally developed. The potential and attraction of tourism owned by Pesona Golempang must be inventoried in advance to know which objects have the potential so that their development can be more focused. Therefore, the potential and attraction of the Pesona Golempang tourist attraction must be continuously developed to increase the value of this tourist attraction. In addition, the development of a tourist object is related to the role of local communities.

2. Method

The research method used in this study is a descriptive method with a qualitative approach. Descriptive method in this study is used to describe or describe the results of the study. Qualitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, quantitative/statistical analysis with the aim of testing hypotheses that have been established. determined [4]. The location of this research was carried out in the Pesona Golempang tourist attraction, Darmaraja Village, Darmaraja District, Sumedang Regency and in the RW 10 area which is the area around the tourist attraction. The population in this study includes all families spread over the area of RW 10 in Darmaraja Village, Darmaraja District, Sumedang Regency as many as 242 families. Sampling in this study used a random sampling technique of 15% with a total sample of 34 people. While the sample of visitors was taken 15% of the total population of 30 people/day, namely 6 visitors. In addition, individual samples were the Head of Darmaraja Village and the Head of KOMPEPAR Darmaraja Village.

3. Result and Discussion

3.1. Inventory of potential objects in Pesona Golempang, Darmaraja Village, Darmaraja District, Sumedang Regency

Tourism potential can be interpreted as everything that becomes an attraction for visiting tourist destinations. The tourism potential in an area needs to be inventoried in advance so that it can be known which ones are potential and which are not. The study of tourism potential in an area is very necessary so that its development can be according to the characteristics of the area. The existence of the Pesona Golempang tourist attraction in Darmaraja Village, Darmaraja District, Sumedang Regency is supported by its beautiful natural scenery. The natural scenery in the Pesona Golempang tourist attraction is a natural resource that can be utilized and developed by the community. There are also wooden chairs so that visitors will stay at the Pesona Golempang tourist attraction to relax while enjoying the natural scenery.

The Pesona Golempang tourist attraction has tourism potential that can be developed. Potential objects owned by Pesona Golempang include natural scenery, camping ground, selfies and paragliding. Natural resources can produce attractiveness for tourism such as seas, mountains, climate differences, lakes, rivers and the diversity of

flora and fauna. A tourism destination can be seen from the unity of objects that are attractive and can be reached by tourists in an area [1]. One of the potential objects owned by the Pesona Golempang tourist attraction in Darmaraja Village, Sumedang Regency, is natural scenery. The condition of the area in the form of a mountain gives a natural impression as a tourist attraction. Beautiful natural scenery is a special attraction for visitors to tourist destinations.

One of the classifications of special interest resources is family classification, such as camping. This type of special interest tourism will be the type of tourism that is in demand by tourists because this type of special interest tourism can focus more on meeting the specific needs of tourists [5]. One of the activities that can be done at the Pesona Golempang tourist attraction is camping. In the tourist attraction area, a camping ground has been provided for visitors who want to camp. This activity is supported by a large peak area.

Sapta Pesona is a condition that must be realized which aims to attract the interest of tourists visiting a tourist area. One of the elements of Sapta Pesona is the element of beauty [6]. Beautiful natural scenery can attract tourists to visit. One of the activities that tourists can do related to the scenery is to take pictures. The photo activity aims to capture every trip that can be used as a memento by most people. The Pesona Golempang tourist attraction, Darmaraja Village, Darmaraja District is supported by its natural potential in the form of natural scenery. In addition to the natural scenery at the Pesona Golempang tourist attraction, there are photo spots that were deliberately made by the manager in order to attract visitors. With the attractive natural scenery at the Pesona Golempang tourist attraction, visitors can take selfies with natural landscapes that can be seen from a height. Resources related to tourism development can be in the form of natural resources, cultural resources, special interest resources, and human resources [5].

Paragliding activities can be carried out at the Pesona Golempang tourist attraction supported by the results of trials by paragliding athletes in Sumedang Regency. Paragliding trials have been carried out 2 times. The results show that the wind speed is not too strong, the wind direction can be in many directions, and the area for takeoff is wide. Paragliding activities at the Pesona Golempang tourist attraction have not been opened to general tourists because there are no complete paragliding facilities here. Paragliding activities can only be carried out by trained paragliding athletes.

The form of community participation in the development of the Pesona Golempang tourist attraction in Darmaraja Village, Darmaraja District, Sumedang Regency



Figure 1: Natural panorama Pesona Golempang.

Community participation is a tool to obtain information about the conditions, needs, and attitudes of the local community without which development programs cannot be implemented optimally [7]. The development of the Pesona Golempang tourist attraction in Darmaraja Village, Darmaraja District, Sumedang Regency cannot be separated from the role of the community in it. The community is expected to encourage and cooperate to actively participate with the village government or managers in making the area a better tourist attraction. The involvement of the community in tourism development aims to have a positive impact on the economy.

In an effort to create a tourist attraction area in Darmaraja Village, Darmaraja District, Sumedang Regency, the community must work together with the village and management in order to achieve a successful tourism area development program. The development of a tourism requires the involvement of the local community in it. This is intended so that the surrounding community can feel the benefits for the economy. In this participation there are different forms of participation carried out by the community including the form of labor participation including road construction, cleaning of tourist areas and tree planting activities. While other forms of participation are forms of material participation in road-building activities.

Road-building activities at the Pesona Golempang tourist attraction are carried out jointly by the entire community in Darmaraja Village, Darmaraja District, Sumedang Regency. This activity is carried out to build accessibility to the tourist attraction area. Because accessibility is important to be able to support tourism activities. Good road access can provide convenience for visitors who will travel. The thing to do is make a path first. Because previously the road to reach the Pesona Golempang tourist attraction

is still very difficult. that the participation of the community in the construction of this road was 28 people (77.77%) in the form of energy, as many as 5 people (13.88%) did not participate, and 3 people (8.33%) participated in the form of materials. Thus it can be concluded that the majority of community respondents participate in road construction in the form of energy.

In structuring the Pesona Golempang tourist attraction area, cleaning activities were carried out by KOMPEPAR management and the surrounding community to clean the tourist attraction area. The local government, managers and the community are actively working together in an effort to build a tourist attraction. The cleaning activity of this tourist attraction area has been carried out several times. The last form of community participation is in the form of energy, namely in tree planting activities. Tree planting activities are one of the conservation actions that are included in vegetative conservation [8]. This tree planting activity was carried out by KOMPEPAR along with all 10 RWs in Darmaraja Village, Darmaraja District, Sumedang Regency. 4,000 tree seeds were planted consisting of avocado, mango, durian, and petai seeds.

4. Conclusion

The existing potential objects are natural scenery, camping ground, selfie and paragliding. One of the most attractive potential objects for visitors to travel to the Pesona Golempang tourist attraction is its beautiful natural scenery. The beauty of the natural scenery featured in the Pesona Golempang tourist attraction is in the form of a stretch of the Jatigede Dam that can be seen from a height. From this place, the Jatigede Dam can be seen widely from the north to the south. In addition, you can also see the beautiful expanse of rice fields and hills. The Pesona Golempang tourist attraction has a large peak area. So that makes the Pesona Golempang tourist attraction has a suitable potential to be used as a camping ground. Activities that can be done by visitors are outdoor activities such as camping. The Pesona Golempang tourist attraction has the potential for the development of paragliding tourism. This is evidenced by the results of trials by paragliding athletes in Sumedang Regency. According to paragliding athletes who tested the Pesona Golempang tourist attraction area, it was suitable to be used as a paragliding area because the area was wide and the wind speed was not too strong.

Community involvement in the development of the Pesona Golempang tourist attraction has been very good. This is evidenced by the participation of the community to succeed in the development of tourism objects including road construction, area cleaning and tree planting. One form of community participation is road construction

activities. The community works together in making the path in the form of energy. The Pesona Golempang tourist attraction cannot be separated from the active role of the community in its development. Activities carried out during community service are cutting grass and shrubs in order to create a clean and well-maintained tourist area. Cutting of grass and shrubs is carried out along the path to the peak and in the peak area. Tree planting activities were carried out by all communities in ten RWs in Darmaraja Village with a total of 4,000 tree seedlings. The types of trees planted are gedong gincu manga trees, durian, avocado and petai. Planting trees in tourist attraction areas aims for fruit cultivation and for reforestation of tourist attraction areas. With the planting of this tree so that the development of the Pesona Golempang tourist attraction still pays attention to the environment. In road-building activities, the community also plays a role in material form. The form of material provided by the community is in the form of food given when the activity is carried out. Based on the data shows that people who do not participate in the form of labor provide other forms of participation in the form of material.

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