

## Research Article

# Rawabogo Community's Attention in Developing of Tourism Village (Study Case: Rawabogo Village, Ciwidey District)

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**Abstract.**

Rawabogo Village is one of the villages in Ciwidey District which is unique with its historical site of Mount Nagra Padang and indigenous peoples. In the development of the Rawabogo Tourism Village, there were problems concerning community participation and empowerment. Community participation is built through an understanding of the desires, interests, demands, and a sense of ownership of the to develop tourism village. However, the measurement process related to desires, interests, demands, and a sense of ownership is difficult to measure accurately and dynamically using questionnaires and interviews. So it is necessary to have other measurement methods that can support the results of the questionnaires and interviews. Thus, this study aims to identify the attention of the people of Rawabogo Village to the development of tourism villages. The type of research is mixed research and data collection method used in this research comprises the primary and secondary data, while the sampling method used is purposive sampling with 10 respondents. The analysis result shows that the Rawabogo communities have high attention in developing the Rawabogo Tourism Village, which is also supported by obtaining the Saccadic movement pattern and fixation on each respondent, as well as the number of blinks which as a whole represent the average number of blinks of adults. The application of this mixed method, the eye tracking method and the classical method (questionnaires and interviews), is the first step to including the scientific measurement of public awareness in the planning or development process.

**Keywords:** Attention, Community, Tourist Village

## 1. Introduction

Rawabogo Village is one of the tourism villages in Bandung Regency [1]. which is famous for its culture and its main attraction is the site of Mount Nagra Padang. In addition, there are other potential tourist attractions such as handicraft industry, coffee plantations, agriculture, animal husbandry, and fisheries. However, the Rawabogo

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Tourism Village has not deserved a significant development since 2011 [2]. This is due to several problems related to the availability of infrastructure and communication between stakeholders. The problem of communication between stakeholders is very important to which attention must be paid as it may have an impact on the lack of community empowerment and participation in the development of tourism villages of Rawabogo.

Community empowerment and participation are important in every stage of tourism village development because tourism villages represents the form of community-based tourism [3]. Sunaryo also adds that in the development of community-based tourism, several principles need to be considered, namely community involvement in the making of decisions, providing education or learning about tourism to the community, and ensuring that the community will benefit from the tourism activities [4]. Community participation is formed through an understanding of the desire, interests, demands, and a sense of community ownership of the to develop tourism village. Interest arises as a response to interest or attention from what someone sees. Attention is a concentration of much or less of awareness or it can also be said as the concentration of psychic energy on an object or group of thoughts which is accompanied by learning activities [5], [6].

Generally, the measurement process related to desires, interests, demands, and sense of ownership is carried out using questionnaires and interviews only but the method is difficult to measure accurately and dynamically. Therefore it is necessary to have other measurement methods that can support the results of the questionnaires and interviews, one of which is the analysis of eye movement patterns (eye-tracking). The eye tracking method is a method used to track eye movement patterns, pupil size, and the number of blinks using a specific recording device. In this modern era, eye tracking can be correlated simultaneously to what is happening in the human brain [7]. The use of the eye tracking method in this study was also based on the assumption that eye fixation as a form of visual attention can occur simultaneously with cognitive processes in the brain so that in the processing of new information, humans do not only process at the cognitive level but are also perceive based on visualization [8]. Thus, the study wanted to identify the attention of the people of Rawabogo Village to the development of tourism villages by using questionnaires and interviews supported by the eye movement pattern or eye-tracking method. In other words the target to be achieved from this research is to identify the attention of the people of Rawabogo Village towards the development of a tourism village and the things that bebackgrounding this attention.

## 2. Literature Review

Attention is the result of the limited capacity of individual information processing systems. In this world some sensations are far greater than the number that can be obtained by human cognitive and perceptual abilities, so humans selectively choose several cues and ignore other stimuli in processing the available information [5]. Attention is to focus or concentrate on all one's activities on something or a group of objects and ignore other objects because they are not considered important by him [9]. Attention or attention plays an important role in generating memory performance, where the memory allows for further analysis in the process of determining the will so that a plan or behaviour or action emerges [10].

Attention is divided into spontaneous and intentional attention, static and dynamic attention, concentrative and distributive attention, narrow and broad attention, and fictitious, also fluctuating attention [9], [11]. Furthermore, the factors that influence attention are external factors (motion, stimulus intensity, novelty, and repetition) and internal factors (biological, sociopsychological, sociogenic motives, habits, attitudes, and will) [12].

A person's eye movements can provide much information about the person's physical and psychological condition [13]. Eye movements can give information about the response to something, interest, and view of an object or problem because these eye movements form a pattern of eye movements, where this movement pattern can be analyzed by paying attention to fixation movements and Saccadic movements and knowledge of the direction of view [14], [15]. The eye tracking method is a method used to track eye movement patterns, pupil size, and the number of blinks using a separate recording device. Also, eye tracking can be correlated with what is happening in the human brain [7].

A tourism village is a form of integration between tourism components, namely attractions, accommodation and supporting facilities which are presented in the form of integration between the structure of community life and traditional procedures or customs that apply to the community order [16]. A tourism village is also defined as a rural area that presents its socio-cultural authenticity and customs, traditional architecture, and village spatial structures in the form of integration of tourism components, especially attractions, accommodation, and supporting facilities [17]. Tourism village is one of the alternative forms of tourism based on community/community-based tourism development [3]. According to Hausler, community/community-based tourism is an approach in tourism development that emphasizes local communities, whether directly or indirectly

involved. So that community empowerment and participation are important in every stage of tourism village development [3].

Community participation is formed through an understanding of the desire, interests, demands, and a sense of community ownership of the to develop tourism village. Interest arises as a response to interest or attention from what someone sees. Thus, the research "Rawabogo Community's Attention in Developing of Tourism Village" can be interpreted as a measurement of the likes and interests of the people of Rawabogo Village regarding the development of the Rawabogo Tourism Village by using the eye tracking method.

### 3. Research Method

The type of research is mixed research. The purpose of this study is to explore the community's intrinsic factors in the development of tourist villages so as to obtain recommendations for sustainable tourism village development because it is based on the intrinsic conditions of the community. The data collection method used in this research comprises the primary and secondary data collection, while the sampling method used is purposive sampling or sampling considerations with 10 respondents as required number. In collecting primary data, the researcher carried out several activities in the form of record eye movement patterns, interviews, questionnaires, observation and documentation.

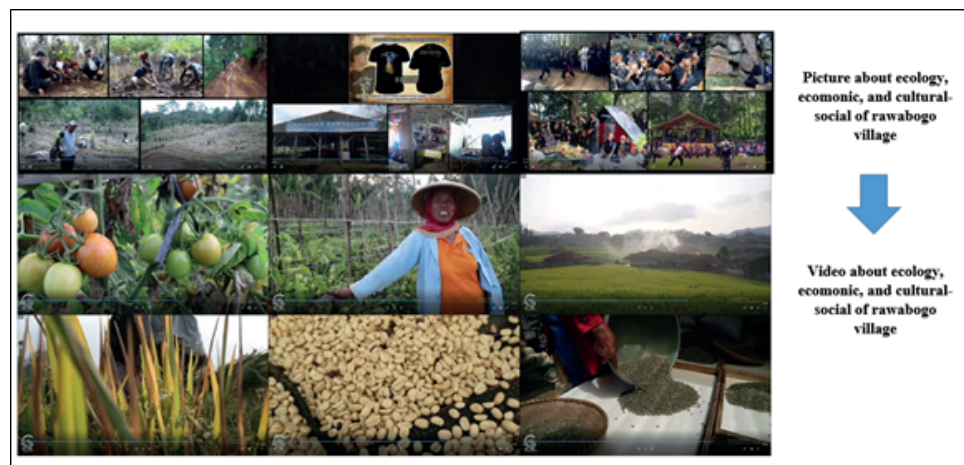


Figure 1: Stimulus.

The researcher also used a stimulus in the form of a video that displays the current condition of the development of the Rawabogo Tourism Village. This stimulus is the material that supports the analysis of eye movement patterns. Detail of the stimulus can be seen in Figure 1. Then the method of analyzing the results of the questionnaire used

is a weighting based on the Likert scale and grouping the weighting results using factor analysis in SPSS software. The variables used in this study are cognition, emotion, conation, and external. Each of these variables has indicators which can be seen in detail in table 1.

TABLE 1: Research Variables and Indicators.

Variables	Indicators
Cognitive	Having Knowledge Having Attention Having Interest
Emotion	Happiness
Conation	Willingness Having Ability
External	Stakeholder Influence Given Education Benefit in Economic

Source: [4],[11], [18]

## 4. Result

### 4.1. Validity and Reliability Test

Reliability and validity tests were carried out to see the level of confidence and how much the instrument used was able to support the item sought for the total score [19]. The instrument used in this study was a questionnaire with a Likert scale. There are 17 question contained in the questionnaire which were selected based on predetermined variables and indicators. Based on the test results, there are 9 questions of totally 17 questions that are declared to be valid as the rvalue for the question count is greater than the rtable, which is 0.707. The reliability test yielded an Alpha value of 0.915 or it can be concluded that the research instrument can be untrusted as a data collection tool for the variables and indicators sought according to the statement that the Alpha value of the Cronbach method should not exceed 0.90. So the advice given is to eliminate or reduce the number of questions on the research instrument [20]. Thus, the questions used in processing the results of this research questionnaire became 8 (eight) questions which were declared valid.

### 4.2. Rawabogo Community's Attention

Based on the processing of the questionnaire, on the cognitive variable, it was found that the community had high knowledge and interest in the development of the Rawabogo Tourism Village with an average score of respectively 11.8 out of a total score of 15 and 3.7 out of a total score of 5. The community not only knew that Bandung Regency or the Indonesia government organizes tourism village programs for various villages in

Indonesia or specially Bandung Regency but also knew that Rawabogo Village is one of the tourism villages in Bandung Regency with the concept of ecotourism. Then the high public interest in the development of tourism villages was also supported by the respondent's statement when the researcher asked about the background or reasons for each questionnaire answered that most of the respondents had participated in the activities and development of the Rawabogo Tourism Village either as administrators or business and art actors involved in the development of the tourism village activities. Discussing on the emotion variable, the average score was 4.4 out of a total score of 5 which means that the community was happy with the establishing of Rawabogo Village as tourism village. These results are also supported by respondents' statements that they were happy because the tourism potential in Rawabogo Village can be raised and known by the wider community, besides that, they also hope that establishing Rawabogo Village a tourism village will enhance the economic of the village community. Then the results on the conation variable also show that most of the respondents stated that they wanted and would be able to participate in every stage of the development of the Rawabogo Tourism Village. This is evidenced by the answer scores they chose that were mostly 4 (four) and 5 (five) or agree and strongly agree.

Furthermore, external variables show the results that stakeholders had a considerable influence on the community in terms of developing the Rawabogo Tourism Village with an average score of 4 out of the total score 5. Based on the results of the community questionnaire, it is stated that the Village or District or Regency Government invites the Rawabogo Village community to be involved in every tourist village activity in Rawabogo Village. This is also supported by the results of an interview with the Head of Rawabogo Village that the Rawabogo Village Government in the implementation of tourism always involves the village community, especially those who want to participate more in the Rawabogo Tourism Village. However, in terms of these stakeholders, there were also problems such as from the Regency Government which has not conducted extensive socialization or education about tourism villages and there was no separate section of budget for financing the development of tourism villages. So community empowerment and participation have not been optimal which had an impact on insignificant developments and even died for almost two years due to the pandemic of the Covid 19.

On the other hand, the community also understands that establishing Rawabogo Village as tourism village can increase the income and welfare of its people. This was indicated by the chosen average score of 3.5 approaching perfect value of 5. Overall, when viewed based on the total score of each variable, the attention of the people of

Rawabogo Village towards the development of tourism villages is categorized as high and very high. The results of this questionnaire are also supported by the results of the analysis of eye movement patterns, where each respondent has performed several Saccadic movements and repeated fixations at certain minutes. The existence of this patterns can indicate that all respondents pay attention to every part of the stimulus video or it can indicate the responden have attention to condition of Rawabogo tourism village dan how it develop until now.

The result statement of eye movement patterns analysis is based on the notion that a person eye movement's can give information about the response to something, interest, and view of an object or problem because these eye movements form a pattern of eye movements, where this movement pattern can be analyzed by paying attention to fixation movements and Saccadic movements and knowledge of the direction of view [14], [15]. Saccadic movement that is eye movement that regulates changes in the eye's point of view on an object suddenly at high speed, while fixation is the process of capturing the image of an object by the retina [14]. In addition, the overall number of respondents' blinks represent the average number of adult blinks between 10-15 times per minute with a gap of 2-10 seconds to the next blink [21]. Related to previous research, The application of this mixed method, the eye tracking method and the classical method (questionaries and interviews), is the first step to including the scientific measurement of public awareness in the planning or development process.

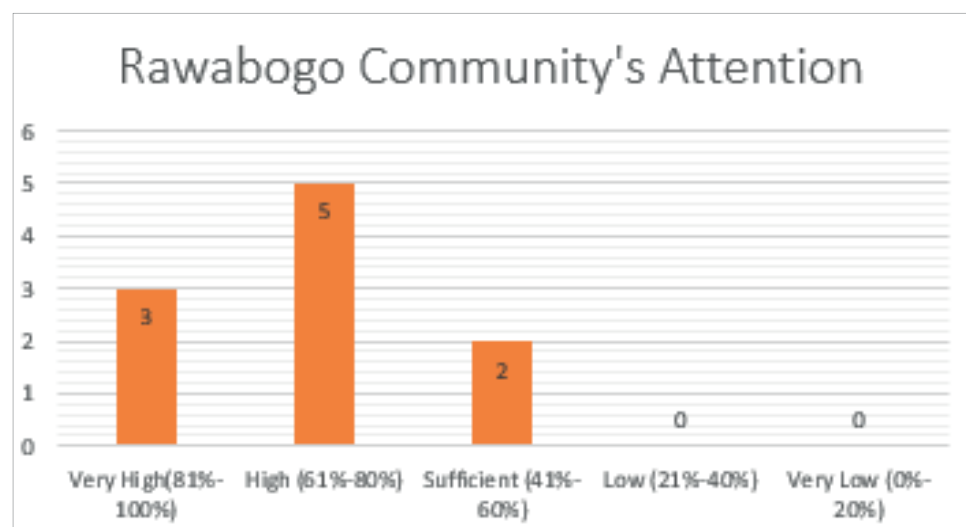


Figure 2: The Respondent Classification of Attention.



Figure 3: Respondent Saccadic and Fixation Movement.

### 4.3. Reflection on Islamic Values

The discussion of attention is not explained directly or explicitly in the Qur’an, but some verses explain that humans can decide what they want because Allah The Almighty has given reason to every human being. These desires will be manifested in the form of human behaviour and words in their daily lives, as stated in Surah Al-Alaq ’:13-16.

*“ What if that [man] persists in denial and turns away?(13) Does he not know that Allah sees [all]?(14) But no! If he does not desist, We will certainly drag him by the forelock—(15) a lying, sinful forelock.(16)“*

*Surah Al-Alaq ’: 13-16.*

The verse can explain that the centre of control and regulation of all behaviour and speech of every human being is the crown or it can be said also the mind. Attention is a form of human will, where the will is manifested in good behaviour that will deliver good benefits as well. Based on the results of the analysis, the attention of the people of Rawabogo Village to the development of the Rawabogo Tourism Village was indicated as high and the community would be able and willing to participate in the development of the Rawabogo Tourism Village. This is a big capital for Rawabogo Village to develop its tourism village to become better because the community already has the awareness and desire to develop a tourism village. The tourism village will be difficult to develop further if the community empowerment is not under the will and awareness as stated in





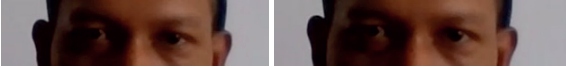
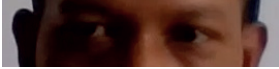

Respondent	Eye Movement Pattern Analysis
5	<p>1. From the 8th second to the 1:07th minute, there is repeated saccadic movement and fixation o the right of the stimulus. This section is a stimulus in the form of writing</p>  <p>2. At minute 01:16-01:24, saccadic motion also occurs and its direction is from the middle to the right. The right side of the stimulus is a picture of forest land that was bare and the road conditions are still red soil.</p>  <p>3. At minute 1:25-1:32 saccadic motion occurs from the middle to the right side of the stimulus slightly. However, longer fixation occurs in the middle. The middle part is the souvenir shirt of Rawabogo Village and the stimulus right is the Rawabogo Village Sunday Market.</p>  <p>4. At 1:33-1:41 minutes is the period of the social stimulus picture. Saccadic motion occurs repeatedly to the right oh the stimulus. This part is a prayer activity when tou want to climb the Gunung Padang Site.</p>  <p>5. At minute 1:50-2:46 is the stimulus video period. In this period, saccadic motion occurs and fixation occurs tending to the right of the stimulus. The number of eye blinks in this period is 8 times or less than the average adult eye blink.</p> 

Figure 4: The 5th Respondent Detail Eye Movement Pattern Analysis.

Surah Ar-Rad:11 which explains that Allah The Almighty will change our situation when we have tried to change the situation.

*“ For each one there are successive angels before and behind, protecting them by Allah’s command. Indeed, Allah would never change a people’s state [of favour] until they change their own state [of faith]. And if it is Allah’s Will to torment a people, it can never be averted, nor can they find a protector other than Him.”*

Surah Ar-Rad:11

## 5. Conclusion

Based on the results of processed questionnaires and analysis of eye movement patterns, it can be concluded that the community's of Rawabogo Village have high attention to the development of tourist villages by showing very high attention categorization of 3 people and high attention of 5 people. This statement is also supported by the results of eye movement analysis which shows that each respondent has performed several Saccadic movements and repeated fixations at certain minutes. The movement implies that all respondents paid attention to every part of the stimulus video or it can indicate the responden have attention to condition of Rawabogo tourism village dan how it develop until now. The result statement of eye movement patterns analysis is based on the notion that a person eye movement's can give information about the response to something, interest, and view of an object or problem because these eye movements form a pattern of eye movements, where this movement pattern can be analyzed by paying attention to fixation movements and Saccadic movements and knowledge of the direction of view [14], [15].

In addition, the results of the processed questionnaire also showed that the community had high knowledge and interest in the development of the Rawabogo Tourism Village. Then the people of Rawabogo Village also felt happy that their village was assigned as a tourism village and were able and willing to participate or be involved in every activity. As for other problems that occur in the Rawabogo Tourism Village, namely, the Regency government has not conducted extensive socialization or education about tourism villages and there was no separate section of budget for financing the development of tourism villages. So community empowerment and participation have not been optimal. Related to previous research, The application of this mixed method, the eye tracking method and the classical method (questionnaires and interviews), is the first step to including the scientific measurement of public awareness in the planning or development process because questionnaires and interviews method is difficult to measure accurately and dynamically. Therefore it is necessary to have other measurement methods that can support the results of the questionnaires and interviews, one of which is the analysis of eye movement patterns (eye-tracking).

In connection with the reflection of Islamic values, Surah Al-Alaq '13-16 explains that the centre of control and regulation of all behaviour and speech of every human being is the crown or it can be said also the mind. Attention is a form of human will, where the will is manifested in good behaviour that will result good benefits as well. Then the tourism village development will be difficult to carry on if community empowerment is

not under the will and awareness as stated in Surah Ar-Rad: 11 which explains that Allah The Almighty will change our situation when we have tried to change the situation.

## Acknowledgments

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