

THE IMPLEMENTATION OF SUSTAINABLE TOURISM OBJECT DEVELOPMENT MODEL AT BETAWI VILLAGE SETU BABAKAN SOUTH JAKARTA

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Abstract-Kampung Betawi village one tourist attraction in South Jakarta. The village Betawi setu Babakan still maintains and preserves Betawi culture. Types of cuisine are also vary and distinctive. The purpose of this study is to analyze community empowerment, identify the ecological and socio-economic conditions, to conceptualize the development of tourist destination involving the community, and to formulate strategic actions in developing tourist destination model. A survey method is employed to investigate further about Betawi features such as culinary. Furthermore, researchers conduct cultural identification that can be the attributes of authenticity, superior product and the uniqueness of Betawi culture. The result is expected to sustain the existing human resource competitiveness and to increase revenue so that community resilience is achieved. It is necessary to remember that the tourist destination Setu Babakan is a tourist destination that can be developed as a leading tourist destination in South Jakarta. Data collection method in this study involves two steps. First, secondary data in the literature study is collected from various government agencies, private organizations, and tourism industry. Second, primary data is collected by in-depth interviews and observations in the area Setu Babakan. This research results in a unique model of tourism development, arts and culture authenticity and rural ecosystems. Based on the analysis of data, as well as the role of local communities, visitors and management are to work together to preserve Attractions Setu

Babakan Betawi Cultural Village as one of the leading cultural attractions in South Jakarta. The management has sought various counseling related to maintenance and perseverance of Betawi culture and environment, among others are guidance on waste management and awareness on green areas. Betawi culture or tradition is still very strong. It is still widely seen houses with Betawinese typical. From the point of local communities, attractions Setu Babakan Betawi cultural village provide new and better life for the people starting businesses. Communities can take advantage of business opportunities to support his family's income or even become the main livelihood of the local community. Local communities can open restaurant business and souvenirs. In this research it is suggested that locals need to to open up to the outside community, where local people can learn a lot of visitors, such as learning how to serve travelers well and to create new business opportunities. Furthermore, visitors need to be taught to maintain the cleanliness at a designated place. It is important to protect the environment without damaging the existing plants. Visitors can actually learn and gain knowledge by knowing kinds of rare trees.

Key words: Betawi, sustainable tourism, development, attraction

I. INTRODUCTION

In terms of regional tourism is an asset that is priceless and regions in Indonesia has elements of beauty, authenticity, rarity and integrity and has a diversity of flora and fauna, agro-ecosystems and natural phenomena, customs that can be used as objects of tourist attraction when packaged professionally and represent excellence, reliability Indonesian tourism. The uniqueness and authenticity of art, culture and state of the ecosystem of the area should be preserved, developed, promoted in full. Until now the development of an area that has a tourist destination is still very little is caused by (1) the orientation of tourism development that still adhered to the old paradigm that tourism to luxury, rah-rah, bulk and sheer pleasure, (2) the lack of government attention and the community towards tourism sustainable development and (3) low research role of educational institutions and the developing region with the orientation of tourism. Setu Babakan as a tourist destination areas are located in South Jakarta has good development potential in the presence of various types of objects and tourist attractions through increased capacity of people. According Inskeep (1991: 368) there are two forms of socio-economic impact of tourism development that is positive impact (effects) and the negative impact (impact). Effects development consists of (1) economic benefits (2) conservation of cultural and heritage, (3) renewal of cultural pride (4) cross-cultural exchange. While the socio-economic impact, among others: (1) loss of potential economic benefits, (2) economic and employment distortions, (3) overcrowding and loss of amenities for resident (4) socio-cultural problems. Community empowerment is an effort to implement a sustainable development plan with great goals for (1) a redistribution of revenues from cities to villages, (2) the re-urbanization of productive

labor and (3) increase investment in the village.

Literature Review

1. Tourism it self has demonstrated its potential to create jobs and develop activities that can generate income and benefits for local communities in the goal area. The tourism sector provides a number of value revenue and the opportunity to create jobs in the creative activity of future generations on small and medium scale, to then create a path towards the elimination of poverty for the people and local communities in developing countries.

2. Community Empowerment

Community empowerment pursued through human resource capacity in order to compete and have a chance trying to increase household income so that will achieve food security community. According Swasono (1999), that the community empowerment is an effort for the community's independence through the embodiment of their potential abilities. Mubyarto (1998) emphasizes that it is closely related to the economic empowerment of the people.

3. Development of Tourism

Community involvement in development, Wuradji (1985) states that there are two approaches that are often used that approach as well as the approach to the village community as a whole. Local communities should be viewed as a single entity for development planning. But in fact people do not have the same opportunities and take the initiative in determining development.

4. Development of Regional Tourism

The resources that can be developed tourist areas include:

- a. Potential Natural Resources
- b. Potential Human Resources (Factor Peoples)

5. Socio-Economic Impact of Tourism Development Tourism as a human dynamics into a tourist destination with a variety of activities conducted in the form of interaction between tourists and local communities that impact their quality of life changes in the system of values, family relationships, patterns of behavior and expression ceremony in individuals and communities. In addition, the development of tourism industry in the region may lead to changes in quality of life, social and institutional structure of the local population and Noteworthy aspects of sustainable development.

6. Framework for Community Empowerment

Rural tourism development models formulated linkages between tourism stakeholders component includes community, government, tourists and Institute of Tourism Sahid Jakarta in Figure 1 below:

II. METHODS

A. Methods Analysis

This research is a quantitative and qualitative, with emphasis on the study of literature and interviews and observations subsequently processed by reducing the parts most important to answer the question of the proposed research.

B. Data Collection

Primary data is processed and presented in the form of frequency tables, graphs, matrices, narrative text and images. Primary data were analyzed according to the research objectives. Descriptive analysis is conducted through descriptive statistics are statistics used to analyze the data by describing the data that has been collected as without intending to generalize research. Data reduction is done with the aim of sharpening, classify, direct, eliminating data that was not done so can directly answer the problem formulation.

Table 1
Data and Information Related to Sustainable Development

No	Data	Indicator	Data source
1	Human Resources and Education	potential school Students, school type: elementary, junior high, high school / vocational school Student background Background teachers	Total routines traveled in a year - DIKNAS number of students number of schools
2	Historical, Social and Cultural Rights	Historical background (myth) The local cultural traits Performing Arts Sosbud indicator (routine) potential culture Local customs The local image	Interview - BPS
3	Legality	Land status land suitability Administrative land occupation	Law on Regional Autonomy Law Local Regulation PERDA Conservation Act Observation
4	Accessibility and the Environment	Infrastructure & facilities Cleanliness (sewage) Sanitation and hygiene Pollution (EIA) Conditions of natural diversity Climate and weather	BAPEDAL Public health Office BMG

No	Data	Indicator	Data source
5	planning Program	Supporting components (transport, guide) DOT The number of objects (object analysis, observation attraction) diversification of products	Department of Transportation Department of Public Works
6	Economics and Marketing	Macro-Economic Assessment multiplier effect ON / gross domestic product Micro UMKN - partnership Investment capital	Observation Tax Office Dispenda

The quantitative data obtained through filling out the questionnaire respondents were processed and analyzed using SPSS 20.0. Qualitative data is processed through three stages of qualitative data analysis: data reduction, data presentation and conclusion. Data reduction is done with the aim of sharpening, classify, direct, eliminating data that was not done so can directly answer the problem formulation. As for data analysis using SWOT analysis as set out below:

	Strength	Weaknesses
Opportunities	S-O Strategies	W-O Strategies
Threats	S_T Strategies	W-T Strategies

Figure 2
SWOT Matrix

III. FINDINGS AND DISCUSSION

In terms of environmental Setu Babakan Betawi Cultural Village is equipped with a landfill. The rubbish collected was placed in landfills while, and then transported by garbage worker belonging to the local government. Another way of handling waste by putting it in the hole and then burned. Besides, periodically be developed ways of waste management submitted by the city of South Jakarta.

In terms of knowledge and interaction with tourists, it is known that the society around are not have much knowledge about tourists, but most of them admitted to interact with tourists.

In addition, the rating outlook is still very narrow. However, their positive attitude towards tourists provide opportunities for the development of tourism potential in Setu Babakan Betawi Cultural Village.

The participation of visitors, the local community, and managers to work together to preserve the attraction Setu Babakan Betawi Cultural Village as one of the leading cultural attractions in South Jakarta.

Figure 1
Tourism Development Model in Attractions
Setu Babakan Betawi Cultural Village

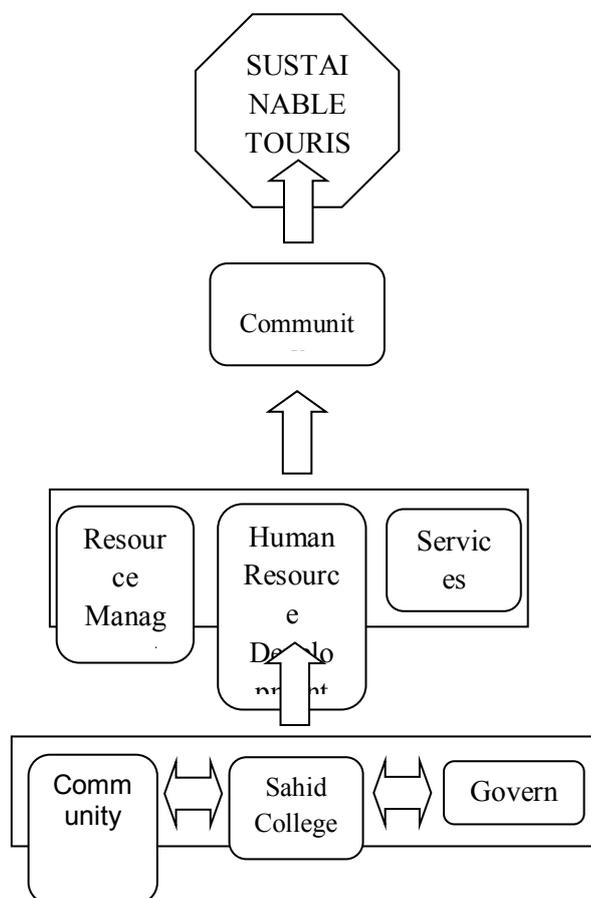


Figure 1
Tourism Development Model in Attractions
Setu Babakan Betawi Cultural Village

Based on that survey, obtained the data as contained in the two tables below:

Table 2
Visitors Opinion Against Tourism Planning and Development

N o	Variabel	Mean	Standard deviation
	Tourism boost investment	1.54	0.861
	Boost tourism industry	4.23	0.650
	Tourism boost economy	4.41	0.702
	Business opportunities	4.13	0.660
	Get acquainted	4.34	0.653

	with new people		
	Keeping the environment	4.33	0.586
	Tradition extinct because tourism	4.26	0.587
	Infrastructure damage the green land	4.52	0.511
	Culture as a tourist attraction	4.39	0.639
	Green area as a tourist attraction	4.13	0.750
	The necessity of the role of government	4.30	0.722
	Willingness involved in tourism development	3.82	0.794
	No need for the development of tourism	4.20	0.567
	Society is not concerned with the trash	4.20	0.610
	Trash can damage the natural beauty	4.46	0.556
	The need for land conservation training	4.33	0.577
	The need for business training creative economy	4.07	0.669
	Socialization travel planning by government	4.23	0.663
	Society is not	4.41	0.594

	restricted in the use of land		
	Need to build environmentally friendly tourism	4.09	0.780

Information: Measurements using a Likert scale

- (1) strongly disagree,
- (2) do not agree,
- (3) undecided,
- (4) agree,
- (5) strongly agree

SWOT Analysis Results

The results have been tabulated SWOT analysis can be seen in the SWOT matrix as follows:

Table 3

SWOT Matrix

IFAS	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> -Brand Image, Setu Babakan Having beautiful environment tourist spot -Tourist attraction Setu Babakan encourage tourists to preserve Betawi culture -Betawi traditional food found in many attractions -Acceptance of local people towards tourists friendly and open -Cheap prices 	<ul style="list-style-type: none"> -It's not the only option traveled with family -Inadequate Security -Tourist attractions owned not packed as a potential / travel product. -Tourist attractions inadequate -There are no tour packages interesting -Pedestrians feel disturbed by passing vehicles in the attractions area
EFAS		

OPPORTUNITIES	Strategi S-O	Strategi W-O
<ul style="list-style-type: none"> - Located in the capital city - Strategic location and easy to reach - Advances in technology and information, use of information technology in marketing - Setu Babakan Betawi culture with pristine - Community plays an active role 	<ul style="list-style-type: none"> -Make use of all the strength of the attraction Setu Babakan Betawi cultural village. -Develop training programs on environmental awareness. -Optimizing the development of Setu Babakan 	<ul style="list-style-type: none"> -Adding an interesting tourist attraction -Increasing security on location -Provides parking lot -Working closely with the relevant parties in the field of tourism
THREATS	Strategi S-T	Strategi S-W
<ul style="list-style-type: none"> - Image is commercial - The existence of environmental pollution - The growing trend in society. - Impact of globaliz 	<ul style="list-style-type: none"> -With the globalization and the influx of foreign culture enables Betawi cultural traditions abandoned. -Maximizing the function of the area as a tourist attraction -Maximizing the area function as water 	<ul style="list-style-type: none"> -Sterilize the area jogging track -Socializing on the principles and concepts of ecotourism -The need sosialisasi by managers against those who do not maintain cleanliness and litter that can pollute the environment

ation makes many people forget about their culture	catchment areas.	
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A. The results of verification of the data and the results of the interview can be presented as follows:

1) Business

Business counseling seeking a variety relates to maintaining and preserving Betawi culture, and environment, among others:

a) Counseling about waste management in spite of the implementation have not been up but these are being implemented by the local community.

b) Awareness in preserving the environment. Communities to take work to keep their environment while still taking care of trees typical / rare, but there are also several types of rare trees have been cut down because of the need of land for homes. It is in line with the increasing number of population in the environment of the tourist attraction.

c) Betawi culture preservation

Public awareness to preserve Betawi culture or tradition is still very strong. It is still widely seen houses with typical Betawi, although there are some houses built with modern concepts yet ornaments were still carrying the hallmark of the house betawi

d) Business is also presenting cultural attractions Betawi community which can be seen visitors once can be a learning arena both by visitors and the community to learn together cultures every Saturday. Attractions are displayed in turns, among others:

- Tari Betawi

- Gambang Kromo

- Martial arts

Which can be followed by visitors and the local community at no charge.

2) Local Community

a) Attraction village Setu Babakan Betawi culture gives new life to the community by opening a business. Communities can take advantage of business opportunities to supplement his family's income or even become the main livelihood of the local community. They can open a

restaurant business with special menus Betawi, sell cakes or snacks Betawi or others. Also open business opportunities to open up more creative efforts to make souvenirs for example Betawi.

b) Learn to open up to the outside community, so it is expected that local people can learn a lot from the visitors, for example: learning how to serve travelers well. In addition to opening up to the outside community will provide new opportunities for the local community, good opportunities to get a job or an opportunity to open a new business.

3) Visitors

a) Awareness visitors to maintain the cleanliness of the attraction by not carelessly throw garbage but dispose of waste at a designated place.

b) Attraction of protecting the environment without damaging the existing plants. Visitors can actually learn and gain knowledge to know the kinds of rare trees.

IV. CONCLUSION AND SUGGESTION

A. *Conclusions*

1) There is some tourism potential located to serve as a tourist attraction, which is a rural area with the natural environment and the culture that they are properly maintained and needs to be addressed, namely the garbage, repair of roads, education, unemployment and the lack of government attention and lack of cooperation between government and community.

2) The potential of tourism as an attraction cultural, religious, culinary and natural so eduwisata is a top priority in the development in a sustainable direction

B. Suggestions

1) The management can accommodate all the aspirations of the community and facilitate the development of Betawi culture thereby increasing tourist attraction in Setu Babakan Betawi Cultural Village.

2) Need plus the attractions there as well as for culinary tourism, travel and tours Nature Culture and agro tourism.

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