

Developing Educative Tourism Destination in Citarum Riverside, Bandung, West Java-Indonesia

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Abstract—This research aims to develop innovation and creativity to the Citarum riverside people. The data was collected by classify the data system through observation, interview, literature research, documents. Based on the questionnaire that had been spread in the first year, it held in the two RW's from 25 RW's in the sector 7 of Citarum Riverside. The result was 1) the importance of developing infrastructure as an educative tourism destination, 2) the tourism destination can be like a mini library, exercise hall, and art stage, 3) managing the destination was our responsibility between the Citarum Riverside people and the governors, as well 4) developing of recycling house of handcraft creative industry. Supporting factor of developing creative industry, such as: quality of Citarum riverside' people, the potency of Citarum Riverside improved through training and monitoring periodically. Meanwhile, there are some difficulties in developing Citarum Riverside such as; less of fund, limited of qualified ingredients and less of marketing facilities that being the subject of this research. . Hopefully, the development of educative tourism destination in Citarum Riverside can be a part of “Deklarasi Gebyar Edukasi 3R Mahasiswa KKN Tematik DAS Citarum”.

Keywords—*educative tourism destination; Citarum riverside; creative industry*

I. INTRODUCTION

According to Gadamer, human sciences, now adays, art has shifted more representative and conceptual [1]. Indeed, art can be a formulation to rearrange the main focus between reality and daily real life.

As an illustration of this shifted, According to Eshleman et al., simple harmony is an understanding structure of experience about life pattern that formed of culture [2]. Life pattern in simple harmony system is very simple. Then, the life arrangement moves from the simple harmony; nowadays the shifted is being the intelligibilities or various sense of relation. Intelligibilities in life pattern is like a short film scenario, but as a writer we cannot relate the sense and scientific meaning conventionally. And art is coming as a disharmonious harmony.

In this situation, art appear in humanity interiorities' in various reasons about today' reality. Indeed, art is not only appear in a beautiful formed, but also be a harmony in all today' reality. Art work can help us in understanding about

reality through what we know and what we feel as our experience. According to Dewey, art is being new ways to string up the fragmentary experience; build a reactive attitude (answering), build a creative attitude (creating), build a receptive attitude (observing), build a formative attitude (forming) as a disharmonious harmony as today's reality [3]. Human as their experience can understand the reality through the conceptual categories and it can help us to understand the life experience. In some cases, life experience would be the way to the new understanding.

Art as a way to enrich somebody' experience to touch their intuition and open their imagination. The process of self and life creating as a personal art work is through the feeling, imagination and articulate the experience and the create it to be a thinking product.

According to Hegel, phenomenology of spirit, now adays, educative tourism destination is being a trend almost all around Indonesia which shows their own uniqueness [4]. Historical educative tourism destination is being one of an enjoyable activity to learn history. It builds people' respect to the patriot' fight.

According to Heidegger, art is not change the nature in another life but also shows the beauty of its own, the splendor [5]. Citarum riverside has contaminated and it needs our help to show its beauty. As an educative tourism destination, Citarum riverside is a topic Simple Harmony to Disharmonious Harmony; art has shifted to be a world representation and conceptual, and it is different with other educative tourism destination. Art can be a formulation to rearrange the relationship between our daily life and the fact. Through simple harmony comprehension, Citarum riverside would be like the old time, the clean river and it is hoped that people keep it clean too. Disharmonious harmony nowadays is a complex problem and understanding. Citarum riverside as an educative tourism destination is a solution to people in Citarum riverside and the visitors. As a disharmonious harmony, it shows some behaviors such as; reactive (answering), creative (creating), receptive (observing), formative (forming), to solve the problems in Citarum riverside which has been contaminated.

II. METHOD

The data collection formed as a primary data and secondary data. The primary data is done by interviews to the informant through questionnaire. While, the secondary data is done through the literature and report that relevant to this activity. The data collected as a local subject to gain the early data of developing art form as creative industry. The data was collected by spreading questionnaire, researcher analyzed the findings and develop it through research design conceptually, as a creative development of Citarum riverside (creative room and creative center).

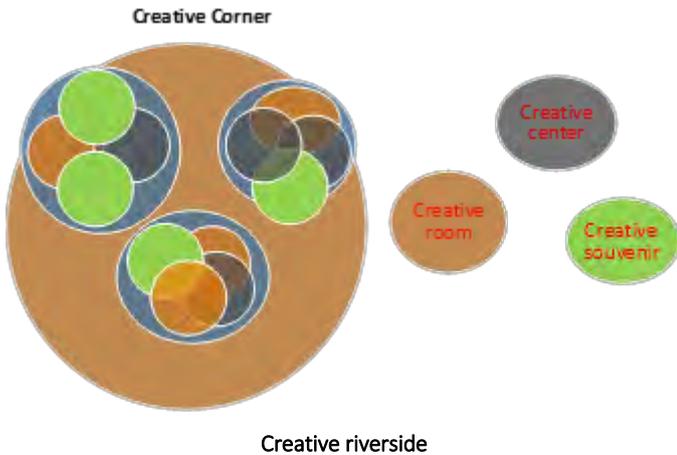


Fig. 1. Creative center of Citarum riverside.

Support of creative riverside as a region that give a space to the craftsman, governor, businessman, the riverside people, and community to express, produce, economic activity, and appreciate their creativity. Creative riverside has a creative room and creative center. Creative riverside is a kind of educative tourism to draw the tourists.

The data analysis technique and processing data were appropriate with researcher' needs; descriptively, analyze and quantitative then the research goal. Model of data analysis that has been used interactive analysis by four components, such as; data reduction, the data, data collection and research verification. The analysis tool was SWOT analysis.

III. RESULTS AND DISCUSSION

In the first year of this research, it started by processing the data based on the questionnaire that has been spread to the 2 RW. In the questionnaire, there are 7 questions that consist of how the people' reaction toward the importance of developing educative tourism destination in Citarum Riverside.

Based on the questionnaire that has been spread in RW 10 showed that 1) the importance of building infrastructure as educative tourism destination, 2) form of tourism destination can be like mini library, exercise hall, and art stage, 3) managing the destination was our responsibility between the Citarum Riverside people and the governors, as well 4) developing of rubbish treatment of handcraft creative industry sector.

Support of Citarum riverside people toward development of educative tourism destination is very good. They are agree to develop Citarum riverside as an educative tourism destination in Bandung. And also it builds a park, mini library, and training center; dancing art, music, or fine art. Developing Citarum riverside would be a positive improvement to its people. And it can make Citarum be clean and smell good like the old days. It can't be reached without support from the government. The diagram showed, below:

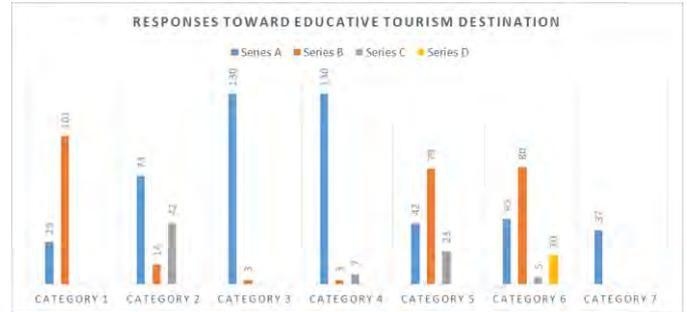


Fig. 2. Responses toward education tourism destination.

Findings on KKN Tematik 2018 were the creative industry of Citarum Riverside has great potencies in commerce industry and it can be categorized as a home industry, that spread in Cilampeni, Pameuntasan, Gajah Mekar, Jelegong, Nanjung, Mekar Rahayu, dan Lagadar. Hopefully, result of home industry can be reached till 85%, by housewife in the Citarum Riverside. Grouping of creative industry production was very developing in the next days. Hopefully, production of home industry can be reached 85%, by housewife in Citarum Riverside. And then, for the other industry, such as culinary, it would be collaborated with stakeholder as their colleagues.

The development strategy and target of education tourism as a development of educative tourism aspect that encourage people' mindset, were; affective, spontaneous, memory, esthetic, imagination, and exploration. Whereas, the main program of development educative tourism was got by the documents and archives of Citarum Riverside, improving and developing of innovation creator of educative tourism Citarum Riverside. Supporting toward the expressions, idea exploration, experiment, and appreciation. Creating science and technology values, economic value, culture value in educative tourism Citarum Riverside, such as; a new vision about sightseeing, differentiation, business network, community value, and informatics technology.

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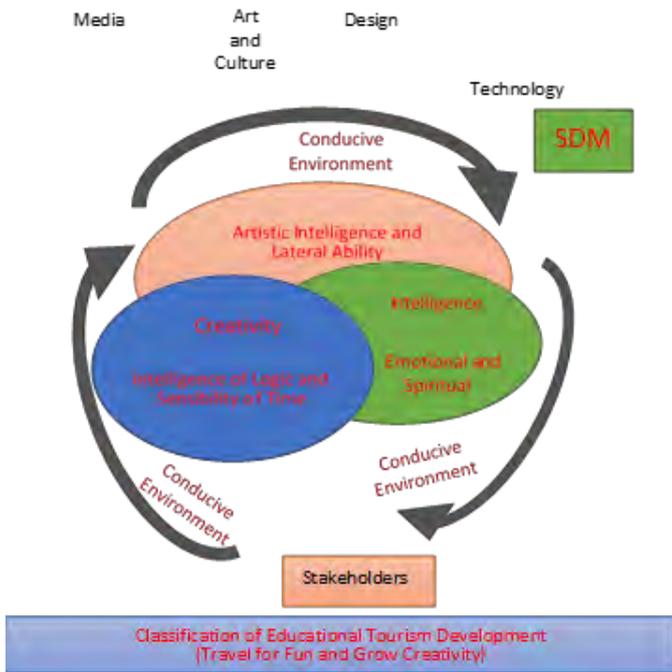


Fig. 3. Classification of educational tourism development.

Developing educative tourism destination builds people creativity, Bandung has a big potency of creative industry (98%). According to commerce department and According to Pangestu, tourism ministry, grouping of creative industry can identify the creative industry to 15 sectors and in it develops the culinary sector [6]. Based on the data collected, the creative industry can give a life to the Citarum Riverside people, the sectors are; handcraft, culinary and fashion.

The authentic handcraft, such as; souvenir: home tools (boboko), angklung, wayang golek, sandals, umbrella, etc. 2) authentic culinary; nasi tutug oncom, seblak, mie kocok, karedok, ulukutek leunca, gehu jeletot, etc. 3) fashion; authentic west java outfit and sub sector fashion, include: convection, bordir, sandals, bag, wallet, etc.

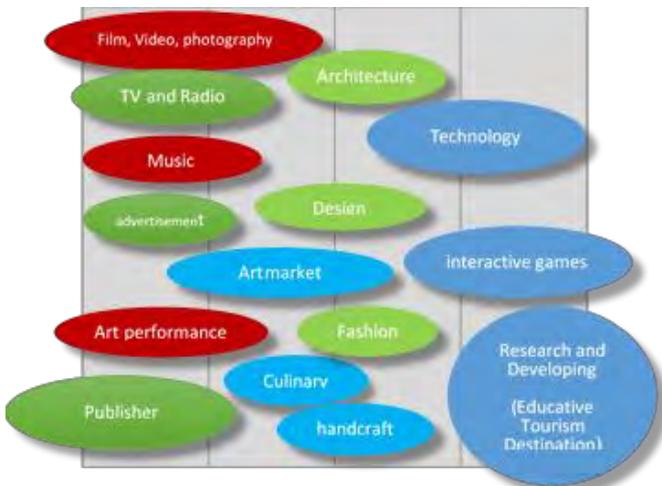


Fig. 4. Grouping and development educative tourism destination.

According to McLuhan and Zingrone, the medium is the message, research design on this project is an intersection between people' creativity to support Citarum creative riverside [7]. Creative people, government, businessman, people around Citarum riverside, the communities, are producing an economic activity and present their creativity through educative tourism. Citarum riverside would be a disharmonious harmony if it is solid with grouping and developing the educative tourism destination based on the media, art and culture, and technology.

Result of the early research showed that Citarum riverside has a big potential in creative industry and educative tourism destination (findings on the questionnaire). Some factors influence the creative industry of Citarum riverside people, such as: how to make Citarum a clean river and how to recycle the waste. Local culture and their creativity, like handcraft and another product are being the interesting thing for people to visit. Developing region art as an educative tourism is a product which has an educative and learning value. Grouping and developing educative tourism destination based on the dominant and intensity of human resource can be an additional reference and it can be an early result of this research which is good for the students and other people; international or domestic.

IV. CONCLUSION

According to UNESCO, the strategy of developing creative industry through educative tourism destination can improve Citarum Riverside people' life quality, economically [8]. The data collected by spreading questionnaire to the Citarum Riverside people sector 7 and the result is using SWOT analysis by internal and external matrix. The score of internal matrix was 2.34 (average) and the external score was 3.00 (medium), and the calculation of SWOT by using matrix space analysis was gained the result:

$$\text{Strength (KK)} = 2$$

$$\text{Weakness (KL)} = 2$$

$$\text{Opportunity (PL)} = 3.5$$

$$\text{Threat (AN)} = -1$$

The result was:

$$\text{KK} + \text{AN} = 2 + (-1) = 1$$

$$\text{KL} - \text{PL} = -2,4 + 3,5 = 1,1$$

Based on those result, the developing strategy should implement the strategy that support the developing of potential creative industry, such as: 1) develop the entrepreneurship spirit, 2) improve the developing of people' knowledge through knowledge creative. Those development can be done through the training and school, seminar, and other activities that can improve our innovation, creative ideas in creating and managing creative industry and educative tourism destination. 3) getting closer to the creative industry by visiting the other educative tourism destination as our sources.

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