

Planning and Development of Cultural Village Tourism in Margacinta Village Cijulang Sub-District Pangandaran District

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Abstract. This research was conducted to analyze the planning and development of cultural village tourism in Margacinta Village, Cijulang Sub-District, Pangandaran District. Theory of Regional Development Planning by Riyadi and DeddySupriyadiBratakusumah discuss three main issues. They are community planning, an area or region and the resources inside. The research method used in this research is qualitative approach with descriptive method. The research was conducted in Margacinta Village, Cijulang Sub-District, Pangandaran District. Research instruments with interviews, literature studies and documentation were conducted with selected sources of information using purposive sampling and sources of information derived from various sources related to the problem. The results showed that the planning of Margacinta Village Development Cijulang Sub-District Pangandaran District has been implemented either from community planning, an area or region, and the resources inside. This can be seen from the existence of nature and cultural tourism in the form of rafting and sightseeing cultural regularly supported by local culture that has become one of the cultural icons of Pangandaran District as Badud Arts. Recommendations given to the government that should be developed good cooperation from all sectors such as government, community and private so that will create a good synergy in planning and development become more innovative village.

Keywords: Development Planning, Tourism, Village

1 Introduction

Planning is basically a way, technique, or method to achieve the desired objectives accurately, directed, and efficiently in accordance with the available resources. Thus, in general, development planning is a way or technique to achieve development goals accurately, directed, and efficiently in accordance with the conditions of the country or region concerned. While the goal of development in general is to encourage the development process as soon as possible in order to realize a prosperous society, advanced, and prosperous.

In the context of economic, social and cultural development in the region, the development of the tourism sector has a positive influence on regional economic growth. In addition, the tourism sector can help the preservation of local values and culture, as well as potentially encounter socio-cultural differences and economic disparities. But if not developed carefully and carefully, the tourism industry also provides opportunities for the emergence of various

negative impacts that harm economic, social and cultural life in the area concerned. Therefore, the policy of developing the tourism sector of the region must take into account both the positive and negative impacts. The role of local government as an initiator, motivator, facilitator and advocate in this context is crucial to the success of tourism development. In addition, the tourism sub-sector is expected to move the economy of the people, because it is considered the most prepared sector in terms of facilities, facilities and infrastructure compared with other business sectors [1].

The current tourism sector in Indonesia has contributed to the increase of foreign exchange and employment. The tourism sector also brings social, economic, and environmental impacts to the conservation and management of environment, natural resources and an increasingly wise and prudent culture. Tourism activities are very instrumental in the process of development and development of certain areas that have tourism potential [2]. Tourism activities also play a major role in contributing to the income of a region and society. Tourism activities are expected to enhance and encourage social, economic, community development, cultural preservation, customs, and tourism business sustainability [3].

Tourism development needs to be participation of all elements of society either local community or public society. This is stated in the Government Regulation of the Republic of Indonesia Number 50 of 2011 on the National Tourism Development Master Plan Year 2010-2025, which states Community Empowerment is an effort to increase awareness, capacity, access and role of society, either individually or in groups, quality of life, independence, and prosperity through tourism activities.

Margacinta Village, as a new tourism area in Pangandaran Regency, offers natural and cultural tourism in the form of rafting and cultural tour, with routine in its local culture which has become one of Pangandaran Culture icon that is Badud art. The way in which Margacinta Village is quite unique to introduce the existing tourism potential, by introducing the arts in the routine title in the tourist attraction and also open the rest area with open by local officials and involve parties who have been struggling in the field of tourism.

Badud Art is one of traditional culture of Margajaya Village, Margacinta Village, Cijulang District, Pangandaran Regency. As an art of ritual and the oldest cultural, now made into a typical art Pangandaran regency. A wide rest area just in front of the Margacinta Village office has been officially opened. The area is also used as a rest area to go to the tourist attraction Rafting Cijulang, as well as the transit area with the opening of a tour package using a boat directly to the Green Canyon because the river beside the area is a river copy to the Green Canyon.

Research Objectives based on the formulation of the above problems, the purpose of this study are to analyze the planning and development of culture-based Tourism Village in Margacinta Village, Cijulang District, Pangandaran Regency seen from the dimension of community planning, to analyze the planning and development of culture-based Tourism Village in Margacinta Village Cijulang District Pangandaran Regency viewed from the dimension of an area or a region of the tourist village and analyze the planning and development of culture-based Tourism Village in the Village District MargacintaCijulangPangandaran viewed from the dimensions of resources in it.

2 Method

In this study, the authors use descriptive method with qualitative approach based on the consideration that it is a suitable method to study about planning and development of cultural village tourism in Margacinta Village Cijulang Sub-District Pangandaran District. With a

qualitative approach, the author is expected to obtain accurate data and information in accordance with empirical facts. Also, in this study qualitative approach, the author served as a research planner, research implementor, data collector, data analyst, data interpreter, and then the author wrote the report.

According to qualitative research theory, in order to have good quality research, the data must be complete, ie primary and secondary data. Primary data is data in the form of words spoken or spoken and / or movement or behavior of trusted subjects, ie informants associated with the variables studied. The informant selection technique in this study is non-probability, which means that every element or member of the population does not have the same opportunity to choose [4].

There are two types of non-probability techniques that can be used, ie technique purposive and snowball techniques. purposive technique, according to Sugiyono, is a sampling technique with certain considerations. It is more suitable for qualitative research or research that is not necessary to attract generalizations. snowball technique, is a sampling technique that will have more and more samples. In this technique, there are initially only one or two samples, but researchers may select more samples if the initial sample is considered inadequate to supplement the data. For this study, the selection of informants is by this criteria.

3 Result and Discussion

1.1. Regional Development Planning in Community Planning

Government planning in creating tourist village is done by village government. Margacinta Village Head is a person who is responsible for the implementation of village government as well as holding a very important role in realizing the shared ideals that Margacinta Village has aspired to. According to Law No. 6 of 2014 states, that the village head is in charge of organizing the Village Government, carrying out village development, and fostering the village community, and empowering the village.

The authority which is then owned by the village head according to the Law includes: leading the administration of the village, appointing and dismissing the village apparatus, holding the authority of the Treasury and Village Assets, establishing the Village Rules, establishing the village income and expenditure budget, fostering the serenity and order of the village community, fostering and improving the village economy and integrating it in order to achieve a productive-scale economy for the welfare of the village community, to develop village revenue sources, to propose and accept the delegation of part of the State's imperative to improve the welfare of rural communities, villages, utilizing appropriate technology, coordinating village development in a participatory manner, representing villages within and outside the court or appointing legal representatives to represent them in accordance with the provisions of the law and execute other authorities in accordance with the provisions of legislation.

In the preparation of village tourism area planning is a process of continuity. As a process in the preparation of rural area tourism planning required a best / profitable maintenance action from various alternatives in the effort of achieving the goal. Given the planning of the tourist village area more involving the role, participation and community empowerment, then the form of planning more focused on Community Based Tourism. Participatory approach is a strategy in a people-centered development paradigm. This strategy recognizes the importance of the community's capacity to enhance the independence and internal strengths in studying rural conditions and life from with or by village communities known as a Participatory

Planning approach can be interpreted as a method that allows rural communities to share and improve their knowledge of the conditions and village life makes plans and acts [5].

The community-based tourist village is a new alternative to increasing production output to meet the needs of the community. Participatory planning can be undertaken if the development practitioner does not play the role of planning for the community but as a facilitator in the planning process undertaken by the community [6]. The community-based for tourism is developed in productive areas in agriculture in the form of agribusiness in villages [7], [8].

The principle of planning that needs to be included in the "preliminary planning" that is (1) although located in the tourism area not all places and zones should be a tourist attraction and (2) tourism village potential depends also on the willingness of local communities to act creative, innovative, and cooperative. Not all tourism activities carried out in the village are really tourist villages, therefore in order to become the center of attention of visitors, the village should essentially have important things, among others: (1) Uniqueness, authenticity, characteristic, (2) Its location is adjacent to a superb natural area, (3) Relates to groups or cultured societies that are intrinsically interested in visitors, (4) Have the opportunity to develop both in terms of basic infrastructure, as well as other means.

Therefore the planning of tourism in the village is not an easy task especially in circumstances that have a sensitive natural and cultural environment. The village has the right to autonomy in any potential management that exists in its territory. Margacinta Village is one of the villages in Pangandaran Regency that seeks to boost and utilize the potential that exist in the village area. With the courage to become a pioneer of development of Independent Village based Ecotourism.

1.2. Regional Development Planning in concerning an area (Region)

The Regional Medium-Term Development Plan (RMTD) of Pangandaran District 2016-2021 shown Pangandaran District is the newly created district of Ciamis District in West Java Province which was established in 2012 based on Law no 21 of 2012. Pangandaran District is located in the southern part of West Java Province, and directly adjacent to Central Java Province (Cilacap District). Pangandaran Regency has district capital in Parigi Subdistrict, with coverage of 10 sub-districts: Parigi Sub-district, Cijulang Sub-district, Cimerak Sub-district, Cigugur Sub-district, Langkaplancar Sub-District, Mangunjaya Sub-district, Padaherang Sub-district, Kalipucang Sub-district, Pangandaran Sub-District and Sidamulih Sub-district.

The development planning of Pangandaran Regency 2016-2021 faces several problems related to socio-cultural problem, economy, infrastructure and general government problem. Among the problems that can be identified are as follows: (1) Ineffective control of space utilization through the analysis of environmental carrying capacity and capacity, (2) lack of structuring of street vendors in tourism locations, (3) lack of empowerment community and human resource quality improvement, (4) lack of regional development infrastructure, and (5) Ineffective accessibility to tourist destination areas.

Furthermore, in the mission 4 which has a goal to improve the preservation of cultural arts with the goal of increasing the preservation of cultural arts or the strong cultural values that develop in society.

Master Plan of Tourism Development of Pangandaran District (RIPPARKAB) Year 2015 namely Development of Indonesian tourism as an integral part of national development carried out in a sustainable aims to contribute to the improvement of personality and human capability of Indonesia and society by utilizing science and technology as well as paying

attention to challenge of global development. Through the development of tourism that is done comprehensively and integrally by utilizing the wealth of natural resources, culture and geographical conditions wisely, it will create a prosperous society life. Pangandaran District has good natural resource-based tourism resources, but to affirm the position of Pangandaran District in the future as Tourism Destination of World Destination, Pangandaran District needs to build base of tourist attraction and tourism activity based on culture, culinary and other support to add a variety of tourist activities, which aims to enhance the positive experience of tourists for a tour that ultimately is able to extend the length of stay in Pangandaran district.

1.3. Regional Development Planning in The Resources

According Muljadi [9], explaining that the tourist village as a tourism product that involves members of the village community with all the devices they have. Tourist village not only affect the economy, but also at the same time can preserve the natural environment and socio-cultural society, especially related to the values of togetherness, kinship, mutual cooperation, and others. Thus, the natural preservation and socio-cultural community will be an attraction for tourists who travel.

Furthermore, tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure that blends with the prevailing rules and traditions.. Accommodation part of the residence of local residents and / or units that developed over the concept of residence of the population. Attractions, namely the entire daily life of local residents along with the physical setting of the village location that allows the integration of tourists as active participation.

The requirements of a village to become a tourist village must meet the following: (1) Accessibility is good, so easy to visit tourists by using various types of transportation (2) Have interesting objects in the form of nature, cultural arts, legends, local food, and so to be developed as a tourist attraction. (3) The community and village officials receive and provide high support to the tourist villages and tourists who come to their village (4) Security in the village is assured (5) Adequate accommodation, telecommunications and manpower are available (6) Climate cool or cold (7) Linked with other tourist objects that are well known by the wider community.

1.4. Related to the existing resources in Margacinta Tourism Village

The Head of Margacinta Village continues to make efforts for the sake of implementation of the agreed concepts by mapping the village in accordance with the potential village owned, which then used as a selling price for the community. The pemetas are then classified as follows: (1) `Badud Village, in this village there is an art called badud art that was born and developed from the hamlet Margajaya, which was originally a division of the hamlet Cidawung. Badud art was born in 1868 was created by a prominent farmer then called Ki Ijot and Ki Ardasim. Which one is said to be presented by the art community every village before the harvest arrives. (2) Goa Tourism, there are some caves that can be entered which include cave pasotan, cave muara begin, sadir cave, and so forth. Where in the caves there are ornaments that are the main attraction. (3) Cijoelang Rafting Margacinta, rafting activity is done disebuahCijulang river that has grim with exoticism and natural scenery is still natural.(4)Pongpet Bridge, pongpet bridge is a bridge made of bamboo commonly used by the community around as a road transport access, which is then made in such a way that is more attractive and has its own selling price (5) Typical Food "Jolem" (6) Saung Angklung, saung angklung is a mung Koko angklung saung located not far from the main highway,

approximately 400 m from the center of Margacinta village head office to the west. This shame people can know more about the knowledge of traditional musical instruments angklung sunda. (7) Padepokan Jenggala Manik, located 15 meters behind the head office of the Margacinta village, this sunda art house is a traditional Sundanese arts center in addition to a place to practice traditional Sundanese art and culture, where dipadepokan can be seen traditional Sundanese musical instruments such as angklung, kecap, flute, and drum. Not only that in this padepokan also can be found some tools used by masdakat sunda. (8) Creative kampung, this kampung is the center of the creative craft of the Margacinta community. In this village produced various types of crafts with materials from nature but high selling value. (9) Camping Ground, a place reserved for erected tents in the open by surrounded by beautiful natural nature. (10) Mangrove Education, is an educational tour of matters pertaining to mangrove planting, environmental pollution impact, crab cultivation and others with a duration of about 2.5 hours.

Do not stop there, the village head and his staff then pour the concept in the village rules that will be drafted in 2017, thus becoming a village-funded work program supported together for the creation of a dream village concept. The village head sees that from the concept that has been built, the impact is on rural development, whether from facilities, economy, culture, and others. So the village can be a powerless village.

Regarding the empowerment carried out, at the village development stage, village heads in village development include or empower their own communities in the village development process, not only that the village government in line with the concept of Pangandaran regency government, provides education to the community to make pangandaran become a civilized district and dignified, and make pangandaran as a world-class witsata. In utilizing the existing resources it can be recommended given to the government that must be developed good cooperation from all sectors such as government, community and private so that will create a good synergy in planning and development of a more innovative village.

4 Conclusion

Planning and development of culture-based Cultural Village in Margacinta Village Cijulang District Pangandaran District seen from the dimension of community planning can be seen from the main role of Margacinta Village Head who is very innovative in moving the village community in helping to develop his village to be better in the character of his village become culture-based tourist village. Planning and Development of culture-based Cultural Village in Margacinta Village Cijulang District Pangandaran District seen from the dimension of an area or area can be seen from the Master Plan Development of Tourism Pangandaran District (RIPPARKAB) in 2015 namely Development of Indonesian tourism as an integral part of national development implemented sustainable aims to contribute to improving the personality and capabilities of Indonesian people and society by utilizing Science and Technology as well as paying attention to the challenges of global development. Planning and development of culture-based Cultural Village in Margacinta Village Cijulang District Pangandaran District viewed from the dimensions of the existing resources in it can be seen from mapping the village in accordance with the potential of the village that can be classified mapping consists of Kampung Badud, Goa Tourism, Cijoelang Rafting Margacinta, Pongpet Bridge, Typical Food "Jolem", Saung Angklung, Jenggala Manik Padepokan, Creative Village, Ground Camping, Mangrove Education.

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