

# Optimization of the Thousand Stairs Destination in Cibiru Wetan Village Cileunyi District, Bandung Regency

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**Abstract.** The Tourism Destination program in Bandung Regency aims to develop fifty tourist villages by 2023. Villages are vital for cultural resilience, as they can preserve and develop culture. Cibiru Wetan Village, selected by the Tourism Village Association (ASIDEWI), has chosen Tangga Seribu as its primary destination. After social mapping, efforts to optimize Tangga Seribu include infrastructure improvements, aesthetic enhancements, and the addition of traditional games. The destination must meet the five A's: accessibility, accommodation, attractions, activities, and amenity. Ethnomethodology is used to understand the community's mindset, behavior, and perception of tourism, while the participatory method engages the community directly in village development. This program empowers the local community and strengthens tourism as a key economic driver, aligning with local government goals.

**Keywords:** Tourism destination; Optimisation; Potential; Tangga Seribu; Participatory

## 1 Introduction

Cibiru Wetan Village has significant potential for development, particularly in tourism. The Village Head has implemented strategies to boost the local economy, including digital administration, the use of Village-Owned Enterprises (Bumdes), and community empowerment through homestays and guest houses. The village is ready to meet the Bandung Regency Government's tourism sector challenges.

Cibiru Wetan is divided into five hamlets and 19 neighbourhood associations (RW), extending from the city to the foot of Mount Manglayang. The village has become a model for village management and digital innovation, attracting visits from other villages across Indonesia for benchmarking. Through its digital platform, residents can directly provide input to the Village Head, who is open to feedback for the village's development. Efforts to improve collaboration among village officials and the community include socialisation and joint problem-solving. The village officials are trusted with the authority to address various needs, including economic progress.

The village's economic improvement focuses on community empowerment, such as maggot farming, women's empowerment through home garden optimisation, and enhancing tourism. Cibiru Wetan has great potential in tourism, although it currently has only one official tourist spot, Batu Kuda Tourism, which is managed by the Indonesian Forest Company (Perhutani). To boost the community's economy, the village is working on developing additional tourist attractions, including the Thousand Stairs, Flying Hamlet, Guest Houses, Homestays, Village

Sakola, and various recreational activities such as flying, camping, tracking, and ceremonies, all of which are featured on the Cibiru Wetan Village website.



**Fig. 1.** Cibiru Wetan Tourism Village Programme

Based on the potential above and after conducting social mapping, as well as interviews with sources, the aim of creating a tourist destination for Dusun Terbang as an area that has a Thousand Staircase Destination can be utilised by making interesting settings and optimising with various Sundanese education through traditional games?

## 2 Literature Review

The program outlines the application of Law No. 5 of 2017 regarding promoting culture, encouraging the use of various resources in Cibiru Wetan Village for the preservation, development, and guidance of cultural promotion objects (OPK) [4]. The first step is to inventory the resources available in the village. The reference for community empowerment in culture involves designating the village as a hub for national culture and making strategic efforts to enhance cultural resilience and contribute to Indonesian culture in the global context through the protection, development, and guidance of cultural elements. This aligns with national goals to explore the rich and diverse cultural potential legally.

Cultural pluralism is Indonesia's strength, positioning the country as a unique cultural superpower. President Joko Widodo emphasized that cultural strength is crucial for competing globally. Cultural resilience can be achieved by maintaining cultural values, adapting to rapid changes, integrating diverse societal elements to create unity, and continuously evolving the community's goals [5]. As the front line for cultural promotion, the village has the potential to develop and strengthen its resources. Community empowerment is key to realizing the goals of the village head and the Bandung Regency Government. Various investments in resources—natural, human, social, physical, and financial—should be considered in developing tourist destinations and fostering regional development [4].



**Fig. 2.** Cipuja location that will be prepared for paddy field education

Implementing Village Cultural Promotion activities, as outlined in the guidelines, ensures an integrated approach to community empowerment. These activities protect, develop, and use cultural resources to benefit society socially, mentally, and economically. To help Indonesia develop, all cultural potential—including natural resources, human resources, financial assets, and cultural heritage—must be fully utilized. Villages play a crucial role in this, as they are the foundation of civilization. Cibiru Wetan Village has vast potential, including natural tourism (pine forests, coffee and fruit gardens), agro-culture (rice fields, livestock), and cultural heritage sites like ancient tombs and sacred sites. The village also offers accommodations, learning centers, and art studios, all supported by Village-Owned Enterprises (BUMDES).

Village development also applies in areas impacted by urbanization. Local cultural wisdom, which has maintained the balance between humans and nature for centuries, is essential. Today, modern society can learn from traditional communities about living in harmony with nature. Preserving local wisdom is key to national identity and addressing contemporary issues. By exploring local knowledge about nature conservation, villages can ensure the survival of their unique cultural identity.

This program aims to raise cultural awareness for resilience. Cibiru Wetan Village, with its mix of urban, village, and rural areas, reflects a diverse community. There are four types of resilience necessary for communities to resist foreign cultural influences: 1) the ability to maintain cultural values, 2) adaptability to change, 3) integration of diverse elements to unite the community, and 4) the ability to pursue evolving common goals.

In Cibiru Wetan Village, 1) The Village Tourism Manager recognized the potential to preserve the cultural values of the agrarian community, including agriculture and animal husbandry. Traditional games, technologies, knowledge, and cultural sites were inventoried. 2) The community's ability to adapt supports developing local sites like the Thousand Stairs into a Sundanese culture-based tourist destination. 3) Integration happens in Cibiru Wetan, with the Village Head, Tourism Village manager, BUMDES, Hamlet Heads, the local community, and stakeholders working together. 4) The community shares a goal of turning the Thousand Stairs and Cipamuja into tourist attractions in the village. This area has great potential for development but needs a comprehensive approach. Transformation can happen through external intervention or internal desire. The Village Head, tourism managers, and the community's strong will to develop the destination led to creating a master plan for the two locations.

The Cultural Promotion Law promotes cultural life based on values like tolerance, diversity, and sustainability. The community recognizes its potential and works to develop cultural attractions. A Pentahelix synergy (collaboration between government, business, academia, civil society, and media) is key for culture-based development. The Tourism Village Manager

actively followed up on ideas from the research team and created a master plan that aligns with the vision for the tourism village. Support from other stakeholders was welcomed, and the focus remained on developing the Thousand Stairs while the Cipamuja site is in a land dispute

Cibiru Wetan was introduced through social mapping to assess the village's potential. A research and empowerment program highlighted the strength of the agrarian village in the urban area of Cileunyi. The village's unique combination of natural and social conditions creates a distinct culture, blending immigrant, village, and agrarian communities. The focus is on cultural villages and culture-based tourism. The village's Terbang art, which blends Islamic religious values with poetry and music, is a key feature

The research process started with observations and discussions to identify potential tourism sites, focusing on Dusun Terbang and Pasar Awi. A bottom-up approach reorganized and described the village. Changes in the village are driven by religion, urbanization, livelihoods, and digital governance, opening new development opportunities. Participatory research was conducted to explore community interactions. Tourism development can follow three approaches: (1) community-driven, (2) partnership with entrepreneurs, or (3) support from NGOs or universities. A holistic, interdisciplinary, and participatory approach is essential for sustainable, community-based tourism.

### **3 Result and Discussion**

The programme was carried out to improve the Thousand Stairs Tourism Destination through ethnomethodology and participation. The form of these two activities is a concurrent step that can be done together to optimally produce a common goal. The synergy of all elements of society is a strength that must be fought for and maintained. The steps taken in the two methods are as follows:

#### **3.1 Ethnomethodology**

The first step in the process is social mapping, which explores resource potential, human focus, and sustainability principles (environmental, social, economic, and institutional). It uses a comprehensive approach and requires partnerships for effective implementation. Collaboration from various parties is essential to strengthen the development program, considering both micro and macro relationships. The process also involves exhuming existing GPAs, identifying key characteristics, and developing related programs.

#### **3.2 Participatory Method**

The process includes Focus Group Discussions (FGDs) with various community members, followed by community empowerment initiatives. Monitoring and Evaluation (M&E) are conducted collaboratively by the community, BUMDES, and Dewi (Village Tourism) Management. Program utilization involves creating events that unite different parties to achieve shared goals.

### 3.3 Implementation of Destinations in Cibiru Wetan

At the top of Mount Manglayang, the village is home to agrarian communities engaged in rice farming, plantations, livestock, and traditional crafts. The area's natural beauty, with its sunrise and sunset views, is enhanced by its location above the clouds, especially at Tangga Seribu and Dusun Terbang. The village also has rice fields, coffee plantations, pine forests, and bamboo forests along the riverbank.

The principle of sustainability (environmental, social, economic, and institutional) guides the ongoing implementation of the program. The plan is designed to be sustainable by considering these aspects, with a step-by-step approach based on available resources. The program is aligned with the village's plans, creating synergy for integrated development. The village head organizes the Village Tourism Board (Dewi) and the Garden School (Sakola Kebon) to implement the program, which is part of the BUMDesa initiative. This effort aims to generate income for village-owned enterprises and promotes digital village services, making Sakola Kebon a learning hub for villages across Indonesia.



**Fig. 3.** The condition of the Tangga Seribu

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**Fig. 4.** Land utilisation design of thousand stairs

## 4. Conclusion

The utilisation programme is part of a synergy of programmes put together in an event to accommodate various parties and achieve a common goal. Windfest or wind festival is the utilisation programme chosen to be implemented at the end of the year. Windfest contains dance performances, music and craft workshops in between the activities of visitors who participate in traditional children's games, and the introduction of traditional games in homes in the past by reintroducing mothers to these activities. All of these activities are designed with wind-themed visual and aesthetic elements, such as kolecer, pinwheel, kite (lalayangan), calintuh, bangsing music, bamboo music, and others.

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