



THE EXISTENCE OF MEKARBUANA TOURISM THROUGH THE DEVELOPMENT OF TOURISM PRODUCTS INCREASES VISITORS OR TOURISTS (CASE STUDY ON MEKARBUANA TOURISM, KARAWANG)

Neni Sumarni¹, Syifa Pramudita Faddila²

¹Management Study Program, Faculty of Economics and Business, Buana Perjuangan University, Karawang, Indonesia, Email: neni.sumarni@ubpkarawang.ac.id

²Management Study Program, Faculty of Economics and Business, Buana Perjuangan University, Karawang, Indonesia, Email: syifa.pramudita@ubpkarawang.ac.id

ABSTRACT

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The existence of tourism is a supporter of the economy of a region. Tourism in the village of Mekarbuana is expected to encourage the socio-economic community. The method used in this research was descriptive qualitative, using observation, interviews, and documentation studies and analyzed using three triangulation techniques: method, data source, and theory triangulation. The results of the research are the development of tourism products, as well as tourism-supporting products that are conceptualized on the 5A tourism principle. The development of tourism products creates a coffee village. Development of tourism-supporting products in the form of amenity items or souvenirs, namely coffee pudding and coffee cakes.

Keywords: Tourism Product Development;, Tourism Support Product Development;

INTRODUCTION

The world of tourism is something that has an essential influence on a country's development. This is evidenced by the many developments and developments in the tourism sector in various regions in Indonesia. Therefore, development in the tourism sector is being intensively carried out in various regions of Indonesia at this time (Fadhillah Rezkia, 2017).

According to Law Number 10 of 2009 concerning Tourism, it is stated that "Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and regional governments". The existence of tourism products is essential to provide quality services to tourists in efforts to develop tourism.



Tourism development aims to provide benefits for both tourists and residents. The basis for tourism development is the potential for cultural, artistic and natural diversity resources (natural charm). The development of these resources is managed through an integrated approach to increasing the added value of resources between tourism product development and tourism marketing through an approach to empowering local communities in the framework of tourism development (Deviceha Yolanda, 2021).

In the Karawang Regency regional regulation number 3 of 2016, regarding the Regional Tourism Development Master Plan, as well as Karawang Regency regional regulation number 18 of 2016, regarding the Management of Karawang district tourism, it is hoped that Karawang district can develop tourism in its area.

Tourism in the village of Mekarbuana, Karawang Regency, which consists of various tourist objects such as nature tourism, namely Mount Sanggabuana, Cigeuntis Waterfall, Bandung Waterfall, Cikoleangkak Waterfall, Batu Tumpang Tourism Area, and supporting tourist objects such as the Tourist Village with its water boom and restaurants, the Love Bridge (Bridge of Love). Mekarbuana village web resource). Have a positive impact by increasing economic growth in the area so that the surrounding village community also benefits. In 2018, according to Mekarbuana village head Jaji Maryono, visitors can reach hundreds per day and even accessing the Mekarbuana village road can cause traffic jams for 3km (2018 village web source).

The decline in visitors to Mekarbuana tourism was due to a pandemic for 2 (two) consecutive years, causing a decrease in income in the tourism sector, both Mekarbuana tourism managed by BumDes and Pokdarwis as well as artificial tourism managed by the local village community. After the reopening of economic activities in the new average period, Mekarbuana tourism is also trying to return to open and revive both natural and artificial tourism so that tourists return to visit Mekarbuana. However, the interest of visitors or tourists is smaller than before the pandemic. This is caused by several factors, including the emergence of tourism or recreation areas with more interesting, unique tourism products and other advantages.

Based on the above, Mekarbuana tourism needs to develop its tourism products and prioritize the wishes, hopes and needs of visitors or tourists. There need to be various kinds of tourism product innovations that can increase the existence of Mekarbuana tourism in the eyes and minds of tourists so that tourists do not only visit Mekarbuana once but always want to visit the tour. The natural beauty of Mekarbuana tourism, both from Mount Sanggabuana and Curug Cigentis, needs further development to become an Eco-Tourism Argo object that provides its charm. The coffee plantation on Mount Sanggabuana can be one of the eco-tourism developments. Still, of course, it needs better Management and development to be used as part of a natural tourist attraction with beauty.

LITERATURE REVIEW

Definition of Tourism

According to Law Number 9 of 1990, tourism is everything related to tourism, including the exploitation of tourist objects and attractions and related businesses

in that field (Directorate General of Tourism: 2009). Tourism is a series of travel activities carried out by individuals, families, or groups from their original place of residence to various other places to make tourist visits and not work or earn a living at the destination. The intended visit is temporary, and in time, it will return to its original residence.

According to Law Number 10 of 2009, tourism is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism development and marketing must involve government, community and private parties to be successful and sustainable.

According to Kodhyat in Kurniansyah (2014), tourism is travel from one place to another that is temporary, carried out individually or in groups, to find balance or harmony and happiness with the environment in the socio-cultural, natural and scientific dimensions.

When viewed from etymology, Yoeti in Octavia (2015), the term tourism comes from Sanskrit, which has the same meaning as tour, which means going round and round from one place to another. This is based on the idea that the word "tourism" consists of two syllables, namely "Pari" and "Tourism". "Pari" means many, many times, round and round, complete, and "wisata" means travel, travelling".

Tourism Principles

Tourism aims to build and shape a more developed and advanced society. Help and open jobs to reduce the unemployment rate around the opened tourist attraction. Rules and regulations, as well as tourism standards, are needed as tourism principles. (jamieson and noble:2020)

Tourism principles can be formulated into the formulation of principles based on 5 A. According to Cooper on Febrina (2015), a tourist attraction must have four components, namely: Attraction, accessibilities, amenities, and activities— (tourism activities) and accommodation (tourism support services).

Product

Product is a vital object that influences the company's success in bringing in a profit or profit that will maintain the company's operational activities and financial health. A product can be offered to a market to satisfy a need or want. Through products, producers can pamper consumers. Because of the product, it will be known how much satisfaction and need for the product is in consumer life (Agus Hermawan: 2012.) In producing company products, it should be on the needs and desires of consumers.

Existing products need to be developed through modifications of existing products, duplicates of competitors' products, acquired products or innovative original products. Product development is expected to increase sales frequency and contribute to company profits.

There are four basic types of product development programs, namely:

1. Product modification
2. Substitute products

3. Complementary products
4. Product innovation

METHOD

Object of research

The objects in this study are Mekarbuana Tourism, managed by Bumdes Buana Mekar, and the Mekarbuana Tourism Awareness Group, located in Mekarbuana Village, Tegalwaru District, Karawang Regency.

Data collection

The data collection method in this study used the observation method, in-depth interviews with Bumdes administrators, Pokdarwis and documentation and library studies. It was analyzed using technical triangulation and source triangulation.

Data analysis

Analysis using technical triangulation and data source triangulation.

According to Sugiyono (2011), qualitative data processing techniques can combine various existing data collection techniques and data sources. Triangulation tracks dissimilarities between data obtained from one informant (the informant) and other informants. The triangulation technique includes three things: method triangulation, data source triangulation and theory triangulation.

RESULTS AND DISCUSSION

Mekarbuana village tourism, Karawang Regency, which consists of various kinds of tourism objects such as nature tourism, namely Mount Sanggabuana, Cigeuntis Waterfall, Bandung Waterfall, Cikoleangkak Waterfall, Batu Tumpang Tourism Area, and supporting tourist objects such as Tourist Village with its water boom and restaurants, the Love Bridge (source website Mekarbuana Village). Provide a positive impact by increasing economic growth in the area so that the surrounding village community also benefits. 2018, according to the village head of Mekarbuana Jaji Maryono, visitors can reach hundreds per day and even access the Mekarbuana village road can cause traffic jams for 3km (2018 village web source). Mekarbuana Village is an EMAS (Entrepreneur et al.) village because it has a high potential for tourism, such as natural waterfalls, Mount Sanggabuana, coffee plantations, and artificial tourism. However, marketing and tourism management needs to be optimally managed; the uncertain price of admission to natural tourism areas indicates this.

Identification of Tourism Products

Identification of existing tourism products in Mekarbuana tourism has not been integrated with the 5A tourism principle (Accessibility, Accommodation, Attraction, Activities and Amenities), where tourism-supporting facilities should be reflected in Accessibility, Accommodation, and Attraction. Meanwhile, the development of existing destinations is carried out with Activities and Amenities.

Mekarbuana tourism products that currently exist and are running are nature tourism, namely Mount Sanggabuana, Cigeuntis Waterfall, Bandung Waterfall, Cikoleangkak Waterfall, Batu Tumpang Tourism Area, and supporting tourist objects such as the Tourist Village with its water boom and restaurants, the Bridge of Love (web source Mekarbuana Village). The existing tourism products based on data and observations show that sales of tourism products are going well; it is just that during the pandemic, both natural and artificial tourism have decreased drastically.

Mekarbuana Tourism Product Development

Mekarbuana village has the title MasKaRa (champion village community) because of its ability to innovate Kosa products (sanggabuana coffee) as one of the products made by typical Karawang when visiting Mekarbuana tourism. Tourism development is being intensified, referring to the development of the creative economy. The tourism potential of Mekarbuana Village is enormous, but there needs to be more tourism management and development.

Law of the Republic of Indonesia Number 26 of 2007 concerning Spatial Planning clarifies the meaning of tourism areas by dividing them into two forms, namely, (1) Pure tourism areas, namely an area expressly provided to accommodate various tourism activities, equipped with various supporting facilities for facilitating tourism activities, where the management is handled by an agency both government and private or government cooperation with the private sector. (2) Open tourism areas, namely areas whose weight is used for tourism development in said tourism areas, other activities of the general public such as agriculture, plantations, etc., are still open, which are regulated and arranged to support tourism development. The observation results show that Mekarbuana tourism only partially reflects the 5A tourism principles. However, Activities and Amenities are carried out to develop existing destinations. The innovation of Amenities tourism products shows this in Kosa souvenirs (Sanggabuana Coffee). As for activities in the form of camping activities, climbing Mount Sanggabuana, and coffee education. For Attraction: Mekarbuana has created an attraction for the durian people's party.

The 5A principles in development should encompass all elements, but Mekarbuana is currently only able to implement three of these principles. This is due to the constraints of capital and the limited human resources, as stated by the chairman of the Village-Owned Enterprises (Bumdes), Mr. Dedi, in his interview with the researchers.

Researchers are developing tourism products by providing innovation to Amenities, in this case, Mekarbuana tourist souvenirs, which were initially just coffee, developed by making coffee pudding and coffee cakes.

The existence of Mekarbuana tourism through Tourism Product Development

The existence of a tour can continue if all forms or concepts of tourism products have fulfilled the expectations and desires of consumers, in this case, tourists. The 5A tourism principle can be a support, support and development of tourism itself.

Tourism is the existence of a tourist object that is still and always visited by tourists so that the object is always crowded and the tourism activity continues.

Tourism can be supported by tourist activities/attractions, creating a tourist attraction. Some of Mekarbuana's tourist attractions:

1. Natural Scenery

Mekarbuana Village has enormous natural potential, from Mount Sanggabuana, Curug Cigentis, Curug Bandung, rice fields and camping ground that has been arranged neatly and well like Cigolosor. This natural panorama is a unique attraction for tourism because one of the attractions offered by Mekarbuana is nature tourism. It is the existence of this natural tourism that makes Mekarbuana continue to exist as a tourist village in Karawang.

Referring to the 5A tourism concept, which is about Attractions, what can be done is not only climbing Mount Sanggabuana, camping, or rock climbing but also enjoying waterfalls by bathing in rivers and waterfalls. This activity can be developed with spiritual activities as one of the attractions to create attractions in Sanggabuana.



Figure 1. Tourism Products and Tourism Product Package Development

2. Culinary

There must be exceptional food from a region; Mekarbuana village has many unique culinary delights. Examples are Turubuk, Sanggabuana Coffee, Loji durian, Mangosteen, and Banana (processed into chips). Sanggabuana coffee is one of the culinary icons created by making plantain-packed coffee, premium packaging, coffee cakes and coffee pudding. This food is one of the attractions for tourists to visit the Mekarbuana tourist attraction.



Figure 2. Form of Amenities

3. Plantation

There are many plantations in Mekarbuana, such as coffee, durian, Turubuk, mangosteen, and banana plantations, and the results of these plantations become Amenities or souvenirs from Mekarbuana village.

4. Artificial Tourism

Mekarbuana Village has artificial tourism, consisting of a Tourist Village, Villas used as tourist attractions, and camping grounds, such as Cigolosor.

The existence or existence of tourism can also be achieved through product development. Product development is not only tourism products but also tourism-supporting products. Mekarbuana has carried out several tourism support product developments. The tourism products that have been developed are coffee educational tour packages, mountain stay packages and waterfalls. Then, the development of supporting tourism products is Sanggabuana coffee.

The results of the development of tourism support products that researchers have produced are in the Amenities section, namely souvenirs from coffee with its diversification into coffee cakes and coffee pudding. The results of developing this tourism product will be able to make the existence of Mekarbuana tourism continue. Of course, the objectives of the Mekarbuana tourism manager are achieved, namely increasing visitors and also, the existence of Mekarbuana tourism can be maintained. The image of this tourism can attract visitors. Tourism can be created through various aspects of creating tourism products and from tourism-supporting products. Several aspects of this creation must be reflected in the 5A tourism concept. Managers must be able to integrate the creation of tourism product development with the 5A concept. Support from local and district governments is also a measure of the success of these tours. That is the case with the community's support; Pokdarwis, managed by Mr Ferry, has become one of the prominent supporters of the survival and existence of tourism. Mekarbuana has provided positive cooperation between Bumdes as the village manager and Pokdarwis from the community team, who work together in building and maintaining the presence of Mekarbuana tourism.

This is in line with I Made Gami's research (2020); the existence of a tour will continue with the attraction always raised by tour managers. The uniqueness of a tour is the main attraction. Activities from a series of tourism products must also provide attractive and added value for tourists. For example, in Made's research, it is stated that cultural and religious values make tourists more interested in continuing to visit because the tourism offered is not only cultural tourism but also contains elements of religious tourism.

CONCLUSIONS

The existence of tourism can be achieved by developing tourism products and tourism-supporting products.

This development concept must refer to the 5A tourism principles.

This development concept must refer to the 5A tourism principles.

The development carried out by Mekarbuana Tourism is creating souvenirs in the form of KoSa (Sanggabuana Coffee) and developing tourism product packages in the form of educational tours and camping ground tours.

Mekarbuana tourism, which is increasingly driven by its natural tourism, can continue to increase with certainty about the change from this natural tourism to Mekarbuana's national natural tourism.

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AUTHOR BIOGRAPHY**Author 1**

Neni Sumarni, SE., MM. Born in Karawang,
Education S1-UII Yogyakarta with field

Company Management, S2-UII Yogyakarta with the field of Strategic Management. She is taking the Management Science Doctoral Program in Marketing Management at Pasundan University, Bandung. She was joined as a lecturer in the Management Study Program, Faculty of Economics and Business, Buana Perjuangan University, Karawang, from 2018 to the present.

Scholar ID:

<https://scholar.google.com/citations?user=2Hle12oAAAAJ&hl>

WOS Researcher ID :

<https://www.webofscience.com/wos/author/record/CAH-2039-2022>

Orcid ID :

<https://orcid.org/0000-0002-2741-9771>

Sinta id :

6744039

Garuda id :

3309767