

### LOCAL COMMUNITY PARTICIPATION IN CITALUTUG TOURISM DESTINATION PROMOTION

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#### Abstract

In promotions, participation is needed to attract people's creativity. In the field of facilities and infrastructure, community participation also influences development so that facilities and infrastructure can be updated from time to time. Local communities, in developing and promoting their tourist destinations, act as spearheads in the world of tourism, which also requires energy and hard work. Without active participation from the community, development and promotion will not be successful. To help realize good tourism development, good community participation is also needed. Because with good participation from the surrounding community, tourism business goals can be achieved as expected. The aim of this research is to determine the participation of local communities in promoting the Citalutug tourist destination. The research method used in this research is a qualitative phenomenological research method. This type of research was chosen by the researcher because it fits the topic of discussion in the research. In this research approach, the researcher used various information obtained in Citalutug tourism as well as experiences during the research to be used as a data source. The results of this research show that the community participation provided by them contributed to the promotion of the Citalutug tourist destination so that it was able to develop as it is today.

**Keywords:** Participation, local community, tourist destination

#### Abstrak

*Dalam promosi, partisipasi diperlukan untuk menarik kreativitas masyarakat. Dalam bidang sarana dan prasarana, partisipasi masyarakat juga berpengaruh dalam pembangunan sehingga sarana dan prasarana dapat diperbaharui dari waktu ke waktu. Masyarakat lokal dalam pengembangan serta promosi destinasi wisata mereka berperan sebagai tombak dalam dunia wisata yang membutuhkan juga tenaga serta kerja keras. Tanpa partisipasi aktif dari masyarakat, pengembangan dan promosi tidak akan berhasil. Untuk membantu terwujudnya pengembangan pariwisata yang baik, juga diperlukan partisipasi masyarakat yang baik. Karena dengan partisipasi yang baik dari masyarakat sekitar, tujuan bisnis pariwisata dapat tercapai dengan baik sesuai harapan. Tujuan penelitian ini adalah untuk mengetahui partisipasi masyarakat lokal dalam promosi destinasi wisata citalutug. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian penelitian kualitatif fenomenologi. Jenis penelitian ini dipilih oleh peneliti karena cocok dengan topik pembahasan yang ada pada penelitian, pada pendekatan penelitian ini peneliti menggunakan berbagai informasi-informasi yang didapat di wisata Citalutug serta pengalaman selama penelitian untuk dijadikan sumber data. Hasil dari penelitian ini yaitu Partisipasi masyarakat yang diberikan mereka ikut serta berkontribusi dalam promosi destinasi wisata Citalutug sehingga mampu berkembang seperti saat ini.*

**Kata kunci:** *Partisipasi, masyarakat lokal, destinasi wisata*

## **Introduction**

In promotions, participation is needed to attract people's creativity. In the field of facilities and infrastructure, community participation also influences development so that facilities and infrastructure can be updated from time to time. As workers from the tourism sector, they also play an important role (Ibrahim, 2019) . Law Number 32 of 2004 demands active community participation regarding the development of a destination (Ibrahim, 2019) .

This promotion itself is of course not only carried out by the tourism destination management team concerned, but the participation of the local community is needed. Managers and local communities also need to develop the potential of tourist destinations with a goal, so that tourists want to come to visit to enjoy the beauty that exists in related tourist destinations. (Rahmanda, 2022)

Their local communities have a big influence in the promotion of a tourist destination, because their local communities are an integral part of tourists' experiences in the world of tourism. Thus, good cooperation from the management team and local communities is important in achieving a successful promotional program. (Rahmanto & Dwi Rohmadiani, 2020)

The participation of local communities certainly has an important role in promoting related tourist destinations. Local communities in developing and promoting their tourist destinations act as spearheads in the world of tourism which also requires energy and hard work. (Ibrahim, 2019)

Without active participation from the community, development and promotion will not be successful . (Ibrahim, 2019) . To help realize good tourism development, good community participation is also needed. Because with good participation from the surrounding community, tourism business goals can be achieved as expected . (Yolanda, 2020) . Therefore, in every tourism sector, community participation is needed in making the tourism sector promotion objectives a success . (Rahmanda, 2022) .

In this research, the researcher discusses the participation of local communities around the Citalutug tourist destination in their participation in promoting the Citalutug tourist destination.

West Java Province is one of the regions that has potential tourism resources to be developed and promoted. Its beautiful natural expanse, unique culture and other potential are very interesting for tourists to visit. West Java Province has a wealth of beauty from the tourism sector, including Mount Ciremai, Gunung Gede, Mount Cikuray and Mount Salak. Not only mountains but there are also beaches that are no less Indian, including: Santolo beach, Ujung Genteng beach, Batu Karas beach and Pangandaran beach. There are also arts typical of West Java province including Wayang Golek, Angklung, Jaipong, Tarling and pencak silat . (Kawasan et al., nd)

The Citalutug natural tourist destination is one of the nature-based and educational tourist destinations allocated in Baros Village, Arjasari District, Bandung Regency. This Citalutug natural tourism destination offers a natural tourism concept with expanses of rice fields and the natural flow of river water which adds to the beauty of Citalutug natural tourism. However, the Citalutug tourist destination is not widely known by many people. The lack of local community participation in the promotion of a tourist destination also has a negative impact on the development of a tourist destination. For this reason, the management team is also trying to disseminate the Citalutug tourist destination to the general public through the contribution of the surrounding local community in their participation or participation in the promotion of the Citalutug tourist destination itself.

There are also factors that influence the success or failure of this goal in achieving the local community's participation in promoting the Citalutug tourist destination. This Citalutug tourist destination has great potential to be visited by tourists. The manager of the Citalutug tourist destination, which to this day continues to promote the Citalutug tourist destination so that it is increasingly known to the general public. The management of the Citalutug tourist destination also continues to strive to develop its tourism sector. This is done so that tourists can enjoy all the beauty presented at Citalutug so that the Bandung city government and management team also get income from the economic sector which is balanced by implementing promotions both online via social media and offline.

## **Research Methods**

This research uses a qualitative phenomenological research method. This type of research was chosen by the researcher because it fits the topic of discussion in the research. In this research approach, the researcher used various information obtained in Citalutug tourism as well as experiences during the research to be used as a data source. Because all the data in this research was obtained through interviews and direct face-to-face meetings. For this research, it is a case study type of research.

This research methodology is used in research to obtain maximum final results. Data collection techniques, recording both primary and secondary data in research with the ultimate aim of obtaining satisfactory final results, are an illustration of what research methodology is. Sugiyono's opinion (2020:16) is that this qualitative research method is a type of research which is based on the philosophy of positivism. This type of qualitative research is also used to research certain samples or populations. (Sti, 2017)

This unit of analysis is also defined as something related to the focus on the subject or thing being studied. In order to maintain validity and reliability, a unit analysis was carried out by the researcher. To obtain precise and accurate data regarding the conditions and problems in promoting the Citalutug tourist attraction, the managers of the Citalutug tourist attraction were determined as

the unit of analysis, in their direct role in managing the Citalutug tourist attraction. The managers of the Citalutug tourist attraction have been given direct authority from the local government to manage and take full responsibility for the Citalutug tourist attraction. Therefore, it is hoped that this analysis unit can provide an overall picture regarding local community participation in the promotion of the Citalutug tourist attraction.

Data collection technique in this research with (1) interviews with informants. Informants at the Citalutug tourist destination are people who really know about the problems that exist at the Citalutug tourist destination. (2) the author's observations made direct observations at the Citalutug tourist attraction, then recorded any discoveries during the observation regarding the area, facilities, access, potential and surrounding environment. (3) Documentation collects the results of information contained in the field in the form of written information to portfolios and recorded information. Qualitative data analysis techniques report that information analysis in qualitative research is the process of systematically searching for and compiling information obtained from interviews, field notes and other materials so that it is easier to understand, and the findings can be shared with others. (Sugiyono, 2021) According to Sugiyono, there are 3 interactive models in information analysis, namely information reduction, information presentation, and conclusion drawing. In this research, researchers took the following steps:

Information Collection Instruments describe equipment used in research to collect information so that the collection is systematic and easy to understand. Information reduction is listed in the information analysis work type. Information in the form of audio recordings and notes while in the field therefore needs to be recorded carefully and in detail. Reducing information means summarizing, sorting out the meaningful things and looking for theme patterns. The information display resulting from the reduction will be displayed in a certain method for each pattern, type, focus, theme that will be understood and understood the problem.

## **Results And Discussion**

The results of this research were that all data was taken directly by researchers at the Citalutug tourist destination, precisely in the city of Bandung, West Java. All data was obtained from interviews with *informants*, namely Mr. Firman as the pioneer or founder of the Citalutug tourist destination who knows more about the Citalutug tourist destination itself, and also Mr. Suryono as Mr. Firman's right hand man. From the information that researchers obtained, it was found that the level of participation of the local community in promoting the Citalutug tourist destination was still lacking. In the field of promotion, some of the people who participate are young people. If you look at it, local community participation plays an important role in promoting a tourist destination. The researcher's efforts from the results of the problems obtained are to mobilize active community participation to achieve common goals.

## **Community participation in the Citalutug tourist destination**

In order to successfully achieve a goal in the tourism sector, especially in the Citalutug destination, community participation in promotion is very necessary in order to achieve a satisfactory final goal. Real participation of course involves all members of society starting from the planning stage to taking part. Community participation in tourism promotion in the surrounding area is an activity that fully involves the local community as the main point in the promotion. Because more forms of community participation are needed in promotion in order to further disseminate the Citalutug tourist destination to the general public.

Promotion of Citalutug natural tourism by local communities around this destination is one form of active participation that exists. Apart from that, the active participation of local communities around this destination also aims to develop local potential originating from nature itself, culture, social and economic aspects of the surrounding local communities (Palimbunga, 2017).

This Citalutug tourist destination is unique in that it can encourage the local community to participate actively. One form of this is film making at the Citalutug tourist destination. Making films at the Citalutug tourist destination will of course involve the participation of the community at Citalutug tourism. Of course, the local community will directly participate because this activity has its own benefits for them from an economic perspective.

Discussion regarding the active participation of local communities in the promotion of a tourist destination sector, especially Citalutug, we can create economic opportunities for the surrounding local community, which can be a relatively effective way to give them motivation for their active participation.

**Figure 1. The following is the logo for the Citalutug tourist destination**



## **Promotion of the Citalutug tourist destination**

With promotions via social media, tourists who come to visit Citalutug are not only from the local area but have also reached foreign countries, namely from Thailand, Malaysia and Japan.

The use of promotion via social media is carried out because it follows the flow of globalization or developments in the era where we can see all forms of information related to all tourism via our gadgets or cellphones. However, promotion via social media will be even more effective if more local people participate in the promotion via their own social media, so that

tourists can find out a lot of information about the Citalutug tourist destination. Promotion via social media uses Instagram. The use of Instagram in promoting the Citalutug tourist destination certainly has many advantages in this case relating to the world of tourism.

With all the quantity of use of Instagram social media, it can be used by the management team and local communities to participate in promoting the Citalutug tourist destination. Therefore, Instagram can make it easier to promote all forms of unique Citalutug tourist destinations to the general public. Nowadays, Instagram is not only a medium for socialites, but can also be a place to popularize our business. Even though Facebook is currently a big user, Instagram offers more than that (Wardani, 2017).

This is a type of application made in China, which in 2017 entered Indonesia. As head of marketing for the Tiktok application, Viv Gong said that Indonesia itself is in the sixth category in the world in using the Tiktok application. With so many Tiktok users in Indonesia, it is an opportunity for the management of the Citalutug tourist destination to promote Citalutug and spread it even more widely. Therefore, active participation of the surrounding community is very necessary to actively participate with the Citalutug management team.

However, for all of us to know, the effectiveness of Citalutug tourism promotion through social media Instagram and Tiktok also depends on how we organize appropriate strategies, of course, we also look at the quality of our interactions with tourists and our understanding of the target. who is our market? Of course, the intended target market is tourists who will visit the relevant destination.

**Figure 2. The following is a picture of the Citalutug tourist destination**



## Conclusions

That community participation in the promotion of a tourist destination is very important. The community's participation in the tourism sector will have a very good impact, especially in promoting the Citalutug tourist destination. In promoting Citalutug tourism, participation plays an important role so that the local community can express their creativity. Without active participation from the surrounding community, promotion of the Citalutug tourist destination will not run as expected. Therefore, in every tourism sector, participation or participation from the surrounding community plays an important role in the success of the promotional objectives of tourist destinations, especially Citalutug.

In this research, researchers found a problem that was found from the results of observations and interviews, namely the lack of community participation in promoting the Citalutug tourist destination. Despite the lack of local community participation, the Citalutug tourist destination has been able to develop well to date. The community participation they provide contributes to the promotion of the Citalutug tourist destination. The aim of this research is: To see how local communities participate in promoting the Citalutug tourist destination. With the hope that the natural tourist destination Citalutug can compete with other destinations in the city of Bandung. In this way, local governments and local communities gain economic income from the tourism sector. Therefore, active participation from the surrounding community can have a positive impact in promoting the Citalutug tourist destination.

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