

PROFICIENT Community Service

Community Economic Empowerment Through the Development of Situ Tunggilis Tourism in Situsari Village, Cileungsi District, Bogor Regency

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ABSTRAK

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This study presents the outcomes of a community-based tourism development program implemented in Situ Tunggilis, Situsari Village, Bogor Regency, Indonesia, from July 2022 to June 2024. Collaborating with the Village-Owned Enterprises (BUMDes), Situsari Village Government, and various local community groups was crucial throughout the program phases, ensuring smooth operations and alignment with the village's needs and potentials. The study involved initial surveys, needs analyses, training sessions, infrastructure development, promotional activities, and monitoring and evaluation. Results show a significant increase in tourist visits, particularly after promotional efforts and infrastructure enhancements. However, fluctuations in visitor numbers were observed throughout the program period, suggesting the need for further stabilization. The satisfaction survey revealed positive feedback from tourists, emphasizing cleanliness, service quality, and facility availability. Nevertheless, challenges such as funding limitations for infrastructure development and community engagement persisted, affecting project timelines and local participation. Despite these challenges, the collaborative approach between stakeholders facilitated a conducive environment for tourism development. Continued evaluation and improvement are necessary to ensure sustainable and impactful tourism activities. This study contributes to the literature on community-based tourism development and offers insights into addressing challenges and maximizing opportunities in similar contexts.

A. INTRODUCTION

Situsari Village, located in Bogor Regency, is one of the villages with remarkable natural potential, especially with the presence of Situ Tunggilis. Situ Tunggilis is a natural lake that holds beauty and biodiversity, with great potential to be developed as a tourist destination. The development of tourism in this area aims not only to attract visitors but also to positively impact the local economy.

According to Abreu et al. (2024), community-based tourism development can be an effective tool for improving the economic welfare of local communities. Through direct involvement in the tourism industry, the community can earn additional income and improve their quality of life. However, this significant potential has not been fully utilized. Most residents of Situsari

Village still rely on the agricultural sector with relatively low and unstable incomes. This indicates an urgent need for economic diversification through the tourism sector.

Through a community service program focused on community-based tourism development, it is hoped that new, more sustainable, and profitable economic opportunities can be created for the villagers. Research conducted by Riyanto et al. (2023) shows that community-based tourism can increase local participation and provide significant economic impacts if managed properly. This program is also expected to reduce the community's dependence on the agricultural sector, which is vulnerable to climate and market fluctuations.

The development of community-based tourism in Situ Tunggilis will involve all community members in every stage, from planning, implementation, to management. This approach aims to ensure that the economic benefits of the tourism sector are directly felt by the local community and encourage their active participation in maintaining and preserving the natural environment. This is in line with the views of Anwar et al. (2024), who emphasize the importance of community involvement in tourism management to achieve economic and environmental sustainability.

This program will be implemented in collaboration with the Village-Owned Enterprise (BUMDes) Wijaya Kusuma, which has a strategic role in managing the village's economic potential. With the support of BUMDes, it is expected that the development of Situ Tunggilis tourism can run professionally and sustainably. Research by Permatasari and Sari (2022) shows that the presence of BUMDes can strengthen the village economy through various economic initiatives, including tourism. This collaboration also creates synergy between the village government and the community, making the development program more effective.

Through tourism-based economic empowerment, it is hoped that Situsari Village can experience improved welfare, reduced unemployment, and increased quality of life for the community. This program will also provide training and assistance to the community in various aspects, such as tourism business management, tourist services, and environmental conservation. Research by Wardhana et al. (2021) states that proper training and assistance can enhance the community's capacity to manage tourist destinations and provide adequate services to tourists. This training covers various aspects, from financial management to marketing strategies and customer service.

In addition to training, this program also focuses on developing tourism infrastructure in Situ Tunggilis. Facilities such as walkways, parking areas, and other public facilities will be built or improved to enhance tourist comfort and safety. Research by Jamal and Camargo (2020) shows that adequate infrastructure is crucial to attract tourists and support sustainable tourism. Therefore, investing in infrastructure will not only improve the tourist experience but also contribute to increasing community income.

Therefore, the development of Situ Tunggilis tourism will not only be a new source of income for the residents of Situsari Village but also a strategic step in preserving the natural environment and local culture. This program is expected to become a model for community-based tourism development that can be applied in other villages in Indonesia. Moreover, with sustainable support and regular evaluations, the tourism potential of Situsari Village can continue to grow, providing broader economic and social benefits to the local community. Regular evaluations will be conducted to ensure that this program runs according to plan and delivers the expected positive impact.

Overall, community-based tourism development in Situ Tunggilis is an essential step in improving the welfare of the Situsari Village community. With support from various parties and a commitment to environmental conservation, this program is expected to bring sustainable positive change. It is a model that demonstrates how tourism can play a role in local economic development without sacrificing environmental sustainability.

B. IMPLEMENTATION METHOD

This program is carried out in collaboration with the Village-Owned Enterprise (BUMDes) Wijaya Kusuma, the Situsari Village Government, and various local community groups. These partners play a crucial role in every stage of the activities, from planning to evaluation. The support from BUMDes and the village government ensures that the program runs smoothly and aligns with the village's needs and potential. Research by Abreu et al. (2024) supports the importance of collaboration between village governments and BUMDes in the success of community empowerment programs.

The activities span 24 months, from July 2022 to June 2024, in Situsari Village, Cileungsi District, Bogor Regency, particularly in the Situ Tunggilis tourism area. The timing and location were chosen based on an analysis of tourism potential and the needs of the local community. According to Permatasari and Sari (2022), a sufficiently long implementation period allows for significant changes in community economic empowerment through tourism.

The implementation stages begin with planning and preparation during the first and second months. These activities include initial surveys and needs analysis to understand the current conditions, tourism potential, and community needs. Subsequently, coordination meetings are held with BUMDes Wijaya Kusuma, the Village Government, and community groups to develop a work plan. This stage also involves procuring the necessary tools and materials for the program's execution, such as training equipment, promotional materials, and tourism support tools. Suzuki et al. (2021) emphasize the importance of initial surveys and needs analysis to ensure the program is targeted and effective in community empowerment.

From the third to the sixth month, the program focuses on training and capacity building for the community. The training provided includes tourism business management, tourist services, and environmental conservation. Tourism business management training helps the community with administration, finance, and tourism business marketing. Tourist service training enhances communication skills and the community's knowledge of tourist attractions, while environmental conservation training provides an understanding of the importance of maintaining the cleanliness and beauty of Situ Tunggilis. Kristiana et al. (2020) found that community training and capacity building can significantly improve the quality of service and tourism management.

The tourism program implementation begins from the seventh to the twelfth month. These activities include developing tourism infrastructure together with BUMDes, such as building or improving walkways, parking areas, and other public facilities. Additionally, promotional materials such as brochures, posters, and social media content are created and disseminated to attract tourists. The program also organizes events or tourist attractions that involve active community participation, such as cultural festivals or recreational activities. Research by Jamal and Camargo (2020) shows that effective infrastructure development and promotion are crucial in attracting tourists and boosting the local economy. Slamet & Juvoni (2023) also found that social media and tourism events can increase tourist visit interest.

From the thirteenth to the twenty-fourth month, the program enters the monitoring and evaluation phase. Regular evaluations are conducted to assess the program's progress and identify areas needing improvement. Tourist satisfaction surveys are collected to gauge their satisfaction and highlight areas for enhancement. Subsequently, a final report is prepared, covering the program's results, challenges faced, and recommendations for sustainability. Persaud and Dagher (2021) emphasize that regular monitoring and evaluation are crucial for assessing the program's effectiveness and making necessary continuous improvements.

Evaluation instruments used include questionnaires and interviews to gather data from the community, partners, and tourists about the program's effectiveness and their satisfaction.

Direct observation during activity implementation ensures that each stage proceeds as planned. Periodic reports document the program's progress, key findings, and necessary follow-up steps. Clarke et al. (2022) highlight the importance of comprehensive evaluation instruments to measure the real impact of community empowerment programs.

Materials and tools used in this program include training modules, promotional brochures and posters, office supplies, construction materials for tourism infrastructure, projectors and laptops for training presentations, cameras for documentation, cleaning equipment, and communication tools such as radios and mobile phones. With comprehensive implementation methods and the involvement of various parties, this program successfully achieved the goal of community economic empowerment through effective and sustainable tourism development in Situ Tunggilis.

This program also provides continuous training for the community to manage and promote Situ Tunggilis tourism. This training involves experts in tourism, marketing, and business management. The community is trained to manage homestays, open food stalls, and provide tour guide services. Additionally, training includes aspects of tourist safety and comfort, including first aid and emergency handling.

Furthermore, the program encourages active involvement of youth and women in tourism economic activities. Youth are involved in digital promotion through social media, while women are empowered through skills training such as cooking, handicrafts, and homestay management. This not only enhances their skills and income but also strengthens their roles in the community.

Through community-based tourism development in Situ Tunggilis, it is expected to create a model that can be replicated in other villages in Indonesia. The program's success shows that with careful planning, strong collaboration, and active community participation, tourism development can be an effective tool for improving the economic welfare and quality of life of village communities. This program not only provides direct economic impacts but also encourages environmental and cultural preservation, creating a sustainable and attractive tourist destination for both domestic and international tourists.

C. DISCUSSION

The results of the activities carried out during the period from July 2022 to June 2024 have led to significant achievements in the development of tourism in Situ Tunggilis, Sitisari Village. Based on survey data and evaluations conducted at the end of the program, there has been an increase in the number of tourists visiting, especially after intensive efforts in tourism promotion and infrastructure development. Measures such as social media promotion, brochure creation, and the implementation of tourism events have successfully attracted tourist interest. Furthermore, the construction of supporting facilities such as pedestrian pathways, adequate parking areas, and other public amenities has enhanced the attractiveness and comfort of this tourist destination.

However, despite the significant increase in the number of tourist visits, there are still fluctuations in the visitation numbers, indicating that the stability of visits has not yet been fully achieved. These fluctuations may be due to several factors, including weather conditions, uneven promotion efforts, and limitations in facilities in certain areas. These challenges need to be addressed with more comprehensive and sustainable strategies to ensure consistent growth in the future.

The importance of collaboration between the village government, BUMDes, and the local community is key to maintaining and enhancing the stability of tourist visits. With continuous efforts and ongoing improvements, Situ Tunggilis has the potential to become a more stable and beneficial tourist destination for the Sitisari Village community.

Table 1: Development of Tourist Visits (July 2022 - May 2024)

Periode	Jumlah Kunjungan
Juli – September 2022	1700
Oktober - Desember 2022	2800
Januari – Maret 2023	2700
April – Juni 2023	3900
Juli – September 2023	5100
Oktober – Desember 2023	5000
Januari – Maret 2024	5650
April – Mei 2024	3700

Source: BUMDes Wijaya Kusuma (2024)

The results of the evaluation from the tourist satisfaction survey indicate that the majority of respondents expressed satisfaction with their tourism experience at Situ Tunggilis. Factors such as cleanliness, service, and the availability of facilities were rated positively by tourists. However, there were some suggestions highlighting the need for infrastructure improvements, particularly concerning accessibility and safety. Tourists expressed a desire for road improvements leading to the location and enhanced safety signs around the lake. Although this program achieved several commendable achievements, various challenges were encountered during its implementation. One of them was the limited funding available to the BUMDes for development and construction. This resulted in delays in completing infrastructure projects, impacting the experience and satisfaction of tourists. Some projects, such as the construction of sanitation facilities and parking areas, were delayed, reducing comfort for visitors.

Furthermore, another challenge was related to the involvement of the local community in tourism management and promotion. Despite training and coaching efforts, some members of the community were not fully active in supporting tourism development. This indicates the need to continue raising awareness and community participation to preserve and develop the tourism potential. Some residents still lack an understanding of the long-term benefits of tourism development, so their participation in various tourism activities needs further improvement.

The results obtained from this program indicate that community-based tourism development in Situ Tunggilis has great potential to improve the local economy and enhance community welfare. Through collaboration between the village government, BUMDes, and various stakeholders, a conducive environment for tourism development has been created. Support from these parties is crucial in overcoming various challenges and ensuring that the program progresses according to plan.

The significant increase in tourist visits indicates that effective promotion and well-planned infrastructure development can enhance the attractiveness of tourist destinations. Various promotional strategies such as social media usage, brochure creation, and local events have successfully attracted visitors. Additionally, the construction of supporting facilities such as pedestrian paths, adequate parking areas, and other public facilities has increased visitor comfort and satisfaction.

However, it is important to continue with ongoing evaluation and sustainable improvements to ensure that tourism activities are sustainable and have a positive impact on the local community. Regular evaluations must be conducted to assess the effectiveness of the

program and identify areas for improvement. Furthermore, training and coaching for the community must be continuously enhanced to ensure they have the necessary skills and knowledge to manage tourist destinations.

Overall, the development of Situ Tunggilis tourism has shown great potential in enhancing the local economy and community welfare. With sustained efforts and solid cooperation among various parties, Situ Tunggilis can become a premier tourist destination that provides economic and social benefits to the Situsari Village community. The existing challenges should be seen as opportunities for improvement and innovation in tourism management, thus achieving stable and sustainable growth.



Source: Community Service Activities (2022)

Figure 1. Initial Discussion on Situ Tunggilis Tourism Development



Source: Community Service Activities (2022)

Figure 2. Clean-Up Action on the Island at Situ Tunggilis



Source: Community Service Activities (2022)
Figure 3. Tourism Event, Traditional Dance & Aerobics Competition



Source: Community Service Activities (2023)
Figure 4. Clean Action, Healthy and Serene Together with Situ Tunggilis



Source: Community Service Activities (2024)
Figure 5. Training on Excellent Service for Situ Tunggilis Tourism Managers

D. CONCLUSION

The conclusion of the activities highlights the positive impact of the tourism development program in Situ Tunggilis, Desa Situsari, both in terms of increased tourist visits and enhanced local community welfare. This achievement is attributed to the collaborative efforts of BUMDes, the village government, and various stakeholders, which have fostered a conducive environment for tourism growth. Despite encountering challenges like limited capital and insufficient community involvement, these collective endeavors have yielded a notable upsurge in tourist numbers.

Looking ahead there is a pressing need to enhance access to capital and resources for BUMDes while further empowering the local community. Addressing infrastructure deficiencies and boosting community engagement, possibly through additional training and mentorship initiatives, are imperative steps to sustain and enhance the program's impact. Continued evaluation and sustainable improvements are crucial to ensuring the program's longevity and maximizing the tourism potential of Situ Tunggilis. By maintaining a commitment to ongoing assessment and enhancement it is anticipated that the program will evolve further, delivering even greater economic and social benefits to the Situsari Village community. Moreover, such progress will contribute to bolstering the overall tourism image of the Bogor Regency, positioning it as an attractive destination for both domestic and international travelers.

ACKNOWLEDGEMENT

We extend our sincere gratitude to all parties who have contributed their support and assistance to the successful implementation of this program. In particular, we wish to express our heartfelt appreciation to the Village-Owned Enterprises (BUMDes) Wijaya Kusuma and the Situsari Village Government for their unwavering cooperation and invaluable support throughout the entire duration of the initiative. It is through their collaborative efforts and commitment that this program has been able to thrive and make a positive impact on the community.

The partnership between BUMDes and the village government has been instrumental in laying the groundwork for the success of this program. Their combined expertise, resources, and dedication have provided a solid foundation upon which the various activities and initiatives could be effectively executed. Without their steadfast collaboration and support, the realization of our program goals would have been significantly hindered. Therefore, we extend our deepest gratitude to both BUMDes and the village government for their pivotal role in driving the success of this endeavor.

Furthermore, we would like to express our heartfelt thanks to all individuals who have been directly involved in the implementation of the program, including field staff, volunteers, and community members. Your tireless dedication, hard work, and unwavering commitment have been instrumental in ensuring the smooth execution of the program's activities. From organizing events to providing logistical support, your contributions have been invaluable in achieving our objectives and making a meaningful difference in the lives of the Situsari Village community.

Additionally, we would like to extend our gratitude to the broader community, including local businesses, organizations, and residents, for their continuous support and cooperation throughout the duration of the program. Your collective efforts, whether through financial contributions, in-kind donations, or volunteerism, have played a crucial role in the success of this initiative. It is through the unity and solidarity of the community that we have been able to overcome challenges and achieve our shared goals.

As we reflect on the achievements and challenges encountered during the program, we remain inspired by the spirit of collaboration and determination exhibited by all stakeholders. Looking ahead, we are committed to building upon the foundation laid by this program and continuing our efforts to enhance the well-being of the Situsari Village community. Together, we will explore new opportunities, address emerging challenges, and strive to create a brighter future for all residents.

In conclusion, we express our heartfelt gratitude to everyone involved for their unwavering support, dedication, and commitment to the betterment of our community. It is through your collective efforts that we have been able to make a positive impact and create lasting change in Situsari Village. We look forward to continuing our journey together and realizing even greater achievements in the future. Thank you once again for your invaluable contributions and support.

LIST OF PARTICIPANTS

Table 2: Participant List

Vol.	Nama	Kios / Alamat	Keterangan	Paraf
1	DEDE	02. Kp. Jungsari		[Signature]
2	Angus	01. Kp. Jungsari		[Signature]
3	CAHAP	21. KP TENDAN		[Signature]
4	Umi F	Kampus		[Signature]
5	NUNUNG	Kp. Jungsari		[Signature]
6	berang	Kp. Jungsari		[Signature]
7	ROLYATI	Kp. Cincin		[Signature]
8	Haniyati	Kios 20		[Signature]
9	Herlina P	BP		[Signature]
10	Agus Budianto	BP		[Signature]
11	M. Hani Kuncar	Kp. Telanjang		[Signature]
12	Yardi Sirendan	Setu		[Signature]
13	Anisa Wani	Gardung		[Signature]
14	Widyaningrum	Jungsari		[Signature]
15	Anisa Setianingrum	Kp. Bawahingkit		[Signature]
16	Umi Puspitasari	Citra Indah		[Signature]
17	AAT	07		[Signature]
18	Emilia Puspa	Thanyuban		[Signature]
	Pau			[Signature]

Source: Community Service Activity (2024)

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