

Community-Based Ecotourism Potential In The Jatigede Reservoir Area, Sumedang District

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Abstract.

The reservoir area is part of the reservoir area which is a combination of highlands and water areas. Tourism activities in ecotourism that prioritize natural beauty, activities, and several attractions are the main attraction. This community service aims to identify the ecotourism potential of the Jatigede Reservoir and the ecotourism management plan for the Jatigede Reservoir community. Community service locations are in the Wado, Darmaraja, and Jatigede Districts. Community service informants are community members and stakeholders at the village and sub-district levels. The results of community service show that the Jatigede Sumedang Reservoir has potential community resources to be developed into eco-tourism. A number of tourist attractions include marine tourism, ecotourism, cultural and arts tourism, agrotourism, sports tourism, campsites, and pilgrimage routes. Therefore, community policies are needed to develop ecotourism. The author encourages full community participation in planning and managing ecotourism in accordance with the needs and culture of local communities.

Keywords: ecotourism, agrotourism, community policies, Jatigede Sumedang

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1. Introduction

Regency Sumedang is Wrong in One area with industry superior in the fields of agriculture, tourism, And culture. Based on Policy Tourism Area (RIPPDA) 2021, development tourist oriented For own traveler Which Enough in accordance with potency source Power public And supported by agent tourist Which Trusted.

Community resources are essentially capital for the region in fulfilling development towards a prosperous and prosperous society, with existing potential and culture that should be able to become an effort to deal with problems that exist in society. However, usually, local resources tend not to get more attention from the community. For this reason,

community empowerment is needed as an effort to maximize the potential that exists in the region to produce economic value for the community.

Wrong One place tour new in Regency Sumedang Which own potency development source Power natural And artificial in a way integrated is Reservoir Jatigede. Tour Which developed in the lake on generally is tour natural (ecotourism) reviewed from factor Power pull And beauty natural in around lake Which become Power pull. Change system room consequence existence reservoir Also will influence the condition of the social culture public around, Because the condition public around the lake develops in accordance with the existence ecosystem reservoir. for example changing pattern of life from a farmer who beginning become a fisherman, breeder, or service.



2. Research Methods

Ecotourism is defined as a tourism concept that reflects environmental insight and follows guidelines between balance and environmental sustainability, Ihsan, et al. (2015). Ecotourism development will empower the community. The ecotourism model will simultaneously preserve natural resources, and local socio-cultural communities and bring economic benefits because it will create economic activities and employment opportunities for the community.

Along with the rising water level of the Jatigede Reservoir, Perum Perhutani KPH Sumedang sees the potential for ecotourism development. So that the tourism potential of the Jatigede area can be developed optimally, bringing economic and social benefits (appreciating art, tradition, and culture) without disturbing ecological sustainability, travel arrangements are needed by local authorities through clear legal provisions. Rule. Therefore, it is necessary to provide services to the community regarding the potential for community resource-based ecotourism in the Jatigede Sumedang Reservoir area.

3. Results and Discussion

3.1. Results

Details of Activity Financing			
No	Type of Expenditure	Cost	Information
1.	Transportation	IDR 1,750,000	Consist of: <ul style="list-style-type: none"> • Gasoline IDR 400,000 x 3 Days • Toll IDR 450,000 • Car parking Rp. 100,000
2.	Accommodation	IDR 1,200,000	Consist of:

			<ul style="list-style-type: none"> Hotel fees IDR 300,000/night/room 	
			Total stay: 2 nights, 2 rooms	
3.	Meals	IDR 900,000	Consist of: <ul style="list-style-type: none"> Meal costs IDR 100,000/person/day 	
			Total: 3 people, 3 days	
4.	Logistics	IDR 1,650,000	Consist of: <ul style="list-style-type: none"> Souvenirs: IDR 800,000 T-shirt: Rp. 350,000 Batik: IDR 500,000 	
Total		Rp. 5,500,000		

Note: Researcher salaries/honors, equipment purchases, and seminar costs are not permitted to be included in the cost component

SCHEDULE OF ACTIVITIES

No	Name of activity	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
1.	Dissemination of digital marketing education to creative economy entrepreneurs									✓			
2.	Discussion with Jatigede District officials										✓		
3.	Outreach to the surrounding community regarding the development of tourist villages											✓	

3.2. Discussion

Based on surveys and discussions at the start of activities carried out with the Development Team and the community in three sub-districts around the Jatigede Reservoir area, including Wado, Darmaraja, And JatigedeIt is known that the potential of the reservoir is: tour nautical, ecotourism, tour culture, And art, agrotourism, tour sport, earth campsite, And track pilgrimage as well as natural landscapes in the form of rice fields. The following is documentation of discussion activities and initial survey results at Jatigede Reservoir.



Figure 1 Discussion with Jatigede District Authorities

Community Problems

From the results of discussions and initial surveys conducted, problems can be concluded

The problems faced by the community around the Jatigede Reservoir are:

1. Supporting infrastructure as an ecotourism village plan is still minimal.
2. The potential of the tourist village is not yet optimal.
3. Infrastructure development to support tourism activities in the Jatigede Reservoir has not yet been completed.

The work plan steps for this activity can be seen in the following table:

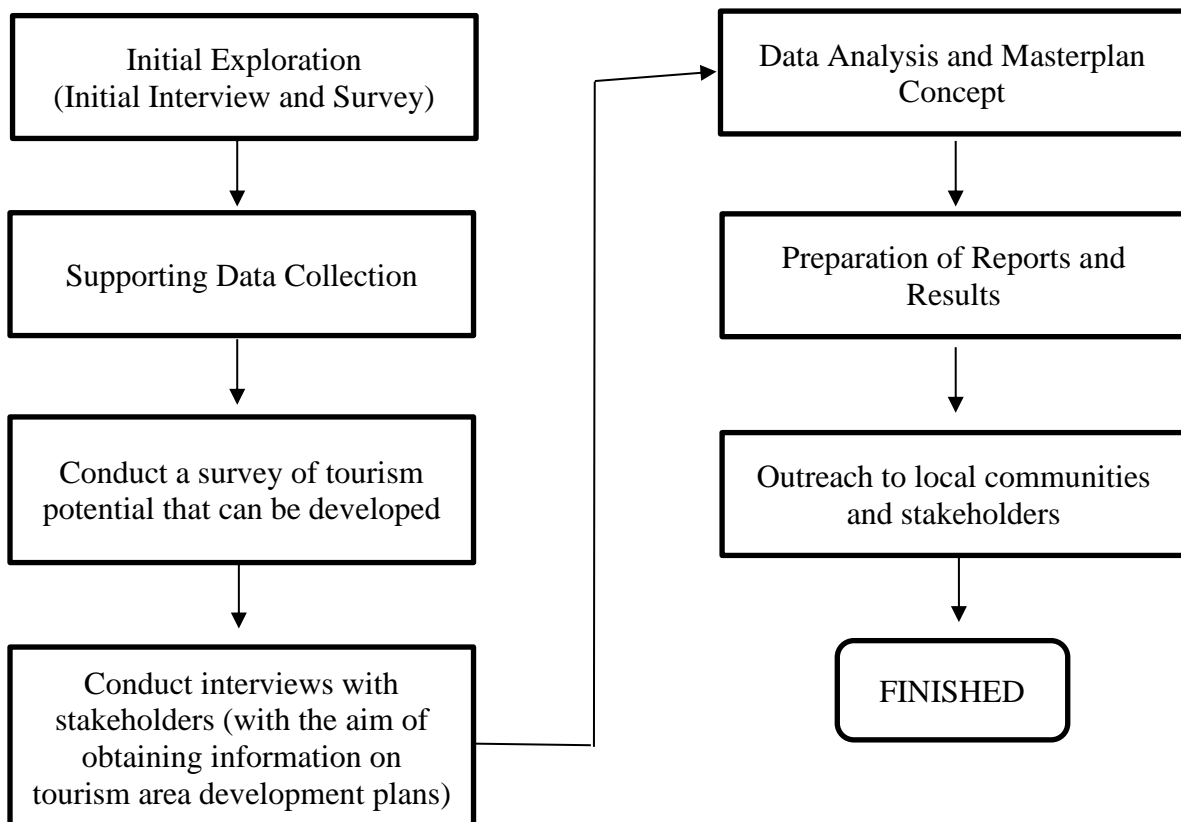


Figure 2 Implementation Flow

This method of implementing community service begins with collecting initial data and interviews with related parties to find out the existing tourism support infrastructure and potential tourist attractions in the Jatigede Reservoir area. From this activity, it is hoped that information will be obtained on the conditions and expectations of the community regarding the infrastructure needed to create ecotourism-based villages.

The discussion was carried out to obtain information on village infrastructure needs to support the reservoir and surrounding villages to become tourist areas. Discussions were held with the Jatigede sub-district head and community leaders to obtain an overview of the village development plan. Important information expected to be obtained in this stage includes (1) the Potential of Besang Kawan Village; (2) the Development plan; (3) Infrastructure needs

4. Conclusion

The Jatigede Reservoir area in Sumedang Regency has great potential to be developed as an ecotourism destination. This potential includes natural beauty, biodiversity, and potential for natural recreational activities.

The approach to developing ecotourism in the Jatigede Reservoir area is to involve and empower the local community. This shows awareness of the importance of community involvement in environmental management and maintenance. Ecotourism development in this area must be carried out sustainably, taking into account environmental protection, preservation of local culture, and the welfare of local communities.

Ecotourism development can have positive impacts, such as increasing people's income, preserving the environment, and promoting natural sustainability. Even though it has great potential, ecotourism development is also faced with various challenges and obstacles, such as unorganized management, conflicts of interest, and the need for investment and careful planning.

Thus, the development of community-based ecotourism in the Jatigede Reservoir Area, Sumedang Regency has great potential to provide economic, social, and environmental benefits if carried out appropriately and sustainably.

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