



Impact Of Tourism Development In Urug Traditional Village, Bogor

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Abstract.

The research aims to identify the impact of tourism on the culture of the Urug traditional village; the data analysis technique used the qualitative method where the research carried out observation and interviews and the SWOT technique. The resulting study is the Urug traditional village maintains culture, such as traditional ceremonies such as Muludan, Seren Taunan, activities Sedekah Bumi and traditional houses. They still adhere to the rules of tradition and custom that are arranged to have pits and rice granaries and the shape of a house that has characteristics typical Sundanese or called Julang Ngapak where the traditional building is in the form of a house on stilts.

Keywords: Impact, Tourism Development, Urug Traditional Village, Bogor

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1. Introduction

The country of Indonesia is famous as an archipelago with a lot of diversity of tribes and cultures so that in each region has unique customs and culture. In addition, the variety of various areas of every culture and tribe in Indonesia makes Indonesia the most in-demand country for tourists to visit. In addition to being famous for its islands and culture, Indonesia also has abundant natural beauty, such as maritime, forest, mountainous, and various types of flora and fauna. Area. In (Kemenpar 2016), Indonesia's tourism increased, which contributed to the gross domestic product or national GDP from 2012 to 2016, which increased annually in 2012; tourism produced a GDP of 296.97 trillion rupiahs or 3.96% of the total national GDP in 2013 amounted to 326.24 trillion rupiahs or 4.02% in 2014 amounted to 419.08 trillion rupiahs or 4.31% and in 2016 reached 500.19 trillion rupiahs or 4.03%.

Community-based tourism development is the participation of the community to develop villages or local community tourism villages are encouraged and exploring the potential of the town. The development of tourist villages will have the maximum impact

on the economic welfare of the village community. Besides that, the development of a tourist area cannot be separated from the development and excavation of tourism potentials themselves from the regional level. or the lowest (Aditya, 2018: 20).

There are three parts of community participation in tourism development: direct participation, active participation, and authentic participation. Community-based tourism provides various benefits for local communities, namely: increasing income, supporting environmentally sound development, preserving local culture, community empowerment, increasing community income sources without creating dependence on a business, and equalization of income among the community (Tosun: 1999).

The Urug traditional village is located in Kampung Urug Kiara Candak Village, Sukajaya District, Bogor Regency, West Java which has a distance from the provincial capital of West Java 165 approximately and a distance of 48 kilometres from the capital of Bogor regency. Urug Traditional Village is one of the traditional tourist villages of 24 tourist villages located in Bogor with the cultural heritage of the kingdom of Siliwangi. The Urug traditional villager tried to conserve the cultural traditions from becoming a tourist attraction. The conventional Kolong and Rice barn house is a characteristic of Urug traditional villages. Julang Ngapak is the traditional building is in the form of an inner stage house (Praseptya, Apidianto, & Nugroho 2005).

Villages that were established 450 years ago with people who still adhere to beliefs of ancestors are very guarding and equalizing culture and customs so that there are still places that are prohibited from being passed or crossed by local people or tourists; usually, the area or location is considered sacred or sacred by the chairman or traditional leader, but if there are tourists who want to come to the place, then they must visit the standard head or village leader.

The origin of urug village itself where Urug has the meaning of 'Guru' when read upside down; in the etymology of the people, the teacher has the meaning of "digugu or imitated", which means obeyed and followed by all his advice. In addition to having customary and cultural attractions, Urug traditional village also has adequate infrastructure, including lodging, restaurants as well as easy access by tourists to Urug traditional villages; in addition, according to data, the number of tourist visits to Urug Traditional Village ranges from an average of 80-100 people every month and experiences the level of tourists during the big days, namely 600-800 people (disparbud Bogor regency).

Based on the above exposure, this research was conducted to determine the impact of tourism in urug traditional villages. Seeing the attractiveness of Urug traditional villages is a cultural custom still guarded by the community. What factors affect the culture of urug traditional villages. Explained in Cultural Rural Tourism is a tour that attracts tourists by offering tour packages or cultural attractions that advance on historical matters, including accommodation, events, crawlers, and local cuisine and crafts (Florentina Daniela 2014: 7). This study aims to analyze what impacts are affected by community-based tourism development in Urug Traditional Village.

2. Research Method

This study uses descriptive qualitative methods. The data taken is primary data from the indigenous peoples of the Urug village and secondary data taken from literature studies and previous research journals. In this study, the author's used techniques: (1) observation, where the author makes direct observations of Urug Customary Village; (2) interview, the author interviewed the indigenous community stakeholders of the Urug indigenous village; (3) documentation; and (4) literature studies. Study the literature used by the author by choosing the theory concerned with the formulation of the problem to be discussed. The formulation of the problem is: identifying and describing cultural impacts. In discussing environmental implications, the author uses the tourism impact assessment approach.

3. Results and Discussion

The results of the interview with the head of the Urug village customs said that the impact of tourism development in urug customary village is maintained with the maintenance of culture so that culture in Urug Village remains sustainable, which can be interpreted that the role of the community and the head of the Urug customary village in passing on the values of life is done verbally by repeatedly advising on each descendant both during the traditional ceremony as at the time of Seren Taunan, Almsgiving of the earth, and Muludan as well as on ordinary days personally and to ordinary citizens or visitors who deliberately come. With the continuity of customary ceremonies every year, it is one of the things that reduce the socio-cultural impact of tourism development.

3.1. Swot Analysis

In this study, SWOT analysis was used to identify factors from within regarding strengths and Opportunities and factors from outside weakness and threats to identify tourism in Urug traditional villages.

Strength	<ul style="list-style-type: none"> • A pattern of Community Life in Urug traditional village that still very much maintains cultural traditions and maintains nature • Agriculture that still adheres to the tradition or culture of Prabu Siliwangi • Still preserving culture, customs, and traditions from generation to generation • Natural and environmental products that are still very well maintained • There are still ongoing traditional ceremonial activities every year that are always followed by the people of Urug village. • It has still preserved sacred places and traditional buildings such as houses to store crops and buildings to pray to express gratitude that usually can only be entered by the customary chairman. • Gedong Gede House is a place of consultation between the indigenous village people of Urug and the reception of tourists/guests of the customary chairman.
Weakness	<ul style="list-style-type: none"> • The absence of road boards or signs to make it easier for tourists who want to make a pilgrimage or research • Road access to Urug traditional village there is only one lane that can only be accessed by one minibus car • There is no public transportation to go to Urug village

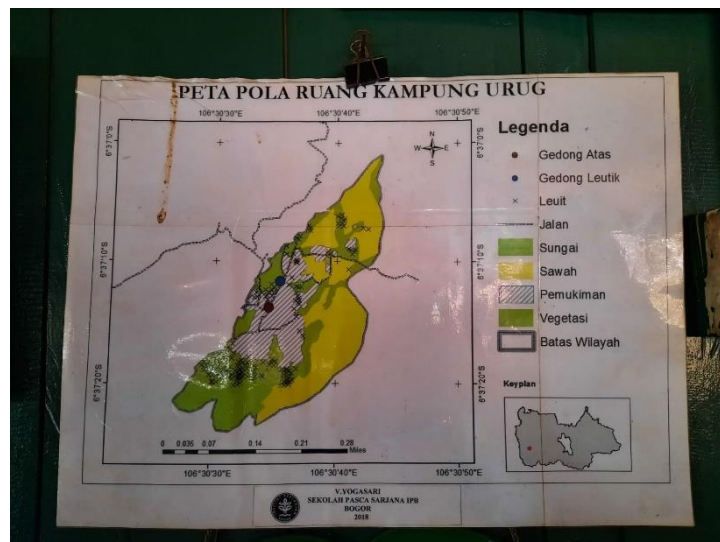
	<ul style="list-style-type: none"> • Places to stay for tourists (for treatment or research) only in Godong Gede or the home of the customary chairman
Opportunity	<ul style="list-style-type: none"> • There is no cultural change in Urug traditional village • Environmental conditions that are not disturbed by the existence of tourist activities • The UUrug traditional village gets a donation of funds when running a conventional ceremony from the government • People have jobs that are primarily farmers. • The existence of a community of art, music, dance, and puppet puppeteer golek • Traditional ceremonial activities that are still running/carried out every year • The air temperature is still very awake • Good environmental cleanliness
Threats	<ul style="list-style-type: none"> • It does not show the variety of art owned by Urug traditional village • Access to the new Urug village partly on the asphalt • Only focusing on the historical stories that Urug traditional village has • The absence of other facilities to support the needs of tourists (such as complex/non-existent internet networks)

3.2. Discussion

The geographical condition of urug traditional village is located in Bogor Regency, West Java. The ones that are surrounded by several villages are: (1) Harkatjaya Village in the north; (2) Cisarua Village and Pasir Madang Village are located to the West; (3) Nanggung Village to the East; and (4) Kiarasari Village and Curug Bitung village are located in the South, where the two villages are different sub-districts.

Urug traditional village is the only cultural tourism village of 11 villages located in Sukajaya district, Bogor regency. Accessibility to Urug traditional village itself has a winding path where urug traditional villages are flanked by hillsides and oil palm plantations and when in the area of urug customary villages the road body is getting narrower where densely populated settlements and can only be entered by minibusses. The urug traditional village has beautiful natural scenery. The urug traditional village is surrounded by river flow, oil palm plantations, and Mount Manapa and Mount Pongkor, in the east. Being at an altitude of 600 to 1800 meters above sea level makes the temperature in Urug traditional village very cool, with a temperature of ²²⁰ - 300 Celsius caused by altitude and rainfall.

The geographic conditions of Urug customary villages have land conditions containing sand or clay land suitable for agricultural land, which is the livelihood of urug indigenous peoples where the farmland in Urug traditional village itself exceeds the area of urug's indigenous village community settlements. Urug traditional villages have a surface shape that varies from highland to hilly with a different land slope of 0.5% for flat land, 5 - 15% for slightly bumpy ground, 15-25% for bumpy land 25-45% for hilly land and 45% for hilly land and 45% for hills and mountains. Pict. 1 is urug Traditional Village Map Pattern.



Pic. 1 Urug Traditional Village Map

With varying surface geographical conditions, before entering the Urug traditional village, there is an inscription "Beware of Landslides" located on the left of the entrance of the Urug traditional village.

Urug traditional village was inaugurated in 2010 and became a cultural heritage village. The local wisdom of the Urug indigenous village community is still very awake, not apart from traditional ceremonial activities such as Serentaunan, Ruwahan, and Alms earth, which are usually done five times a year. Also, the traditional house that still survives the characteristics in the form of a stage house or commonly called Julang Ngapak equipped with rice barns. In general, the indigenous people of Urug village are farmers. Figure 1 is a place to store crops. A second image is a place that can only be entered by the head of Urug village customs to do prayers after harvest and do Seren Taunan activities in the interview stage with the head of urug village customs; a place is a sacred place where if visitors want to see can only be seen from the outside. The third picture is one of the traditional houses of the Urug village stage. The fourth picture is a big Gedong house lived in by the customary chairman and his wife; according to the results of interviews usually do cooking together in the kitchen of Gedong Gede house, and other people gathered in the middle room when doing Seren Taunan.



Pict 2 Pi'it



Pict 3. A Ceremony Place



Pict 4. Traditional house of Urug



Pict 5. Dapur gedong gede

The results of the interview with the head of urug village customs, it said that the impact of tourism development in urug customary village is maintained with the maintenance of culture so that culture in Urug Village remains sustainable, which can be interpreted that the role of the community and the head of urug customary village in passing on the values of life is done verbally by advising repeatedly on each descendant both during the traditional ceremony as at the time of Seren Taunan, Almsgiving of the earth, and muludan as well as on ordinary days personally and to ordinary citizens or visitors who deliberately come. With the continuity of customary ceremonies every year, it is one of the things that reduce the socio-cultural impact of tourism development.

4. Conclusion

Identification of the effect of tourism activities in Kampung Adat Urug, Bogor Regency still maintains socio-culture sustainability. The socio-cultural implications for the indigenous people of Urug are preserving the traditions and culture. The Urug Traditional Village is the only tourist village in Kabupaten Bogor that still firmly maintains the authenticity of cultural customs. The tourism activities in Urug villages do not affect the socio-cultural aspects of Urug traditional villages.

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