



Post Covid-19 Tourist Attraction Management Strategy in Kampoeng Bisnis Tegal Waru

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Received: August 1, 2022

Accepted: August 30, 2022

Published: September 30, 2022

Citation: Dewi, L., Wibisono, G., Ba'mar, T., Adila, R., Bastian, D.A., (2022). Post Covid-19 Tourist Attraction Management Strategy in Kampoeng Bisnis Tegal Waru. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 2(3), 499–505.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/88>

Abstract

This study aims to determine the tourism attraction management strategy in Kampoeng Bisnis Tegal Waru after the Covid-19 pandemic in Jl. Pulekan No. 31, RT.01/RW01, Ciampea Bojong Jengkol, Bogor. The research method used in this research is qualitative, where the results obtained in this study are from interviews and observations conducted in Kampoeng Bisnis Tegal Waru. The interviews and observations were conducted on the manager and owner and two Micro Small Medium Enterprises (MSME) in Kampoeng Bisnis Tegal Waru. The resulting study of the post-Covid-19 tourist attraction management strategy implemented by the founder and owner of Kampoeng Bisnis Tegal Waru was the assistance in the form of capital funds, providing MSME owners with additional knowledge and skills in the field of Social Entrepreneurship, counseling regarding health protocols and getting the MSMEs ready after the pandemic.

Keywords: Covid-19, Kampoeng Bisnis Tegal Waru, Management, Strategy, Tourist Attraction

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1. Introduction

BPS (Badan Pusat Statistik), or the Central Bureau of Statistics, stated, "The impact of the Covid-19 pandemic on the Indonesian tourism industry can also be seen from the reduction in working hours". The tourism industry lost about 12.91 million working hours, and 939.000 people were temporarily unemployed in the tourism industry. On the other hand, the Covid-19 pandemic also directly impacts various jobs in the tourism industry. Around 409.000 workers in the tourism industry have lost their jobs due to the Covid-19 pandemic, according to BPS 2020 data." (Kemenparekraf 2018)

"The number of tourists from Bogor Regency decreased to 5.117.889, visitors consisting of 60.552 foreign tourists and 5.057.335 domestic tourists," said Bogor Regent Ade Yasin, Wednesday (23/3). However, visits to Bogor Regency increased to 6.455.954 visitors, with details of 2.609 foreign tourists and 6.453.345 domestic tourists in 2021.

During the pandemic, tourist attractions declined, including tourist villages in Bogor Regency. One of the affected tourist villages is the Kampoeng Bisnis Tegal Waru. The village of Tegal Waru, located on the plains of Mount Sarakenda in Bogor Regency, is truly unique. Most of them work as farmers and entrepreneurs. Each *Rukun Warga* (RW) or hamlet has its community business specifications: residents of RW 01 have bamboo craftsmen and stalls, RW 02 accepts orders for blacksmiths and carving machetes, RW 03 grows medicinal plants, fruits and ornamental plants on their land, RW 04 has various industries for the manufacture of shrimp paste and raising catfish, charcoal, coconut and decoration/accessories, RW 05 also has a bag/purse industry, mat and bale manufacture, cattle, sheep, rabbit, and chicken farming, RW 06 is a building for community wholesalers and craftsmen also planted with the watershed. All of this potential becomes a unique tourist opportunity not only because of its natural beauty but also its mountains. Kuntum Organizer was founded by Mrs. Tatiek as the founder and manager, along with colleagues who developed the activities there.

They are holding the Kampoeng Business Tourism Tour program, which promotes natural tourism and helps participants develop their entrepreneurial spirit and product knowledge. The Tegal Waru Village offers entrepreneurship training programs, philanthropy, creativity, and outbound travel. This mixes a variety of games from the village with contemporary outbound models. We'll experience a lovely rural setting and gain motivation and business ideas. (Kampoeng Bisnis Tegal Waru 2018)

The Covid-19 pandemic, which has spread over the world, is to blame for the challenges faced in Tegal Waru; many MSMEs were forced to close their businesses and adapt their business models to sell different goods, such as snacks instead of bags. Another challenge was the lack of government support for developing the Kampoeng Bisnis Tegal Waru. In addition to a lack of comprehension of the CHSE implementation, Kampoeng Bisnis Tegal Waru still lacks a CHSE (Cleanliness, Health, Safety, and Environment) certificate.

A strategy is a collection of fundamental choices and actions that top management makes to accomplish organizational goals and implement them at all levels. Siagian (2004); Planning, organizing, directing, and monitoring are all parts of the management process. Prajudi, on the other hand, claims that the planner's specific job goals should be accomplished through controlling and using all resource components. Soekanto (2002) stated that leveraging human resources to develop long-term objectives satisfying society's expectations is a management strategy. It involves management duties, including planning, implementing, and monitoring to promote Kampoeng Binsis Tegal Waru's management and effectively and efficiently achieve goals.

The tourism village management strategy is setting targets for tourist villages to meet long-term goals that can satisfy community expectations through utilizing human resources, which includes management functions, such as planning, implementation, and supervision, to achieve goals effectively and efficiently.

According to Yoeti (1993:160-162), a tourist attraction is anything that makes up a tourist destination and is a location that people wish to travel to. The following are some of these things: (1) things found in nature (natural amenities), such as the climate, scenery, vegetation, fauna, mineral water sources, and health facilities like hot springs; (2) human creations (non-

made supply), including religious, cultural, and historical heritage; and (3) the way of life, as expressed in the traditions or routines of a group.

Based on the justification provided, this study was done to ascertain how Covid-19 affected Kampoeng Bisnis Tegal Waru's post-Covid-19 tourism attractions management strategy. In the Covid-19 scenario, the management plan for tourism attractions is crucial. Therefore, this study aims to evaluate the post-Covid-19 tourism attraction management strategy in Kampoeng Bisnis Tegal Waru.

2. Research Method

The methodological approach used in this research is qualitative. Arikunto (Arikunto, 1998) explains that qualitative research is descriptive research. This study uses words or sentences that are separated according to their respective categories to describe the data to conclude.

According to Creswell in Raco (2010), qualitative research methods are used to explore and understand central phenomena. The main symptom is obtained through an interview process with informational results in written or textual form. The collected data is then analyzed. The final result of this research is a written report. Therefore, the qualitative method is the same as the descriptive method. This method examines the data obtained by translating words or sentences into speech which is the conclusion of the data analysis. This research also uses content analysis techniques in conducting the research. Content analysis is a research technique used for making replicable and valid conclusions from the text (or other material) to which it is used (Klaus, 2004).

For this reason, content analysis is an integrated process from data collection to data analysis (Leavy, 2014). To support the analysis, this research uses Computer Assisted Qualitative Data Analysis Software (CAQDAS), namely Nvivo 12. Nvivo software is a qualitative data analysis tool created by Tom Richards and then developed by Qualitative Solutions and Research (QSR) International. QSR was the first company to develop qualitative data analysis software (Bazeley and Jackson, 2013).

The reason for using a qualitative approach and Nvivo software as the instrument of research to analyze and support the data obtained is because this research deals with data that is not in the form of numbers but in the form of the results of interviews by the manager and founder of Kampoeng Bisnis Tegal Waru which has been carried out by the author and also the results of observations made by the author on two MSMEs in the village which are My Qeena by KiranaStuff and Sumber Sehat Multi Farm.

3. Results and Discussion

3.1. Interview List

- a. Obstacles in managing the Business Village. What is the approach taken by the manager to convince the community to join the Kampoeng Bisnis Tegal Waru camp?
- b. How is the standardization to jo or do business in Kampoeng Bisnis Tegal Waru?
- c. What do people obtain after joining Kampoeng Bisnis Tegal Waru?
- d. How is the income of people whose MSMEs participate in Business Tourism Village activities as part of Tourist Attractions?
- e. How is the relationship between the community and the management? What is the relationship between managers and MSME business actors?
- f. What is the impact of the pandemic on Kampoeng Bisnis Tegal Waru
- g. What are the changes from the pandemic period to the new normal era
- h. Management strategy to maintain stability during the pandemic.

Result from Interview

The results of the Interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the obstacles in managing Kampoeng Bisnis Tegal Waru and the approach taken by the manager to convince the community to join Kampoeng Bisnis Tegal Waru: "The manager revealed that the obstacles encountered when managing Kampoeng Bisnis Tegal Waru were: they had experienced problems in submitting assistance to Telkom, which was then accepted after three presentations to Telkom. She also said that to convince the community to join this Business Village, her strategy was to be active in activities and sub-district forums to reassure the community that the intention to develop this Business Village was very good and useful. She also collected 60 signatures from the heads of families as proof that the community is ready and confident to join the Kampoeng Bisnis Tegal Waru".

The results of the Interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the standardization of joining or doing business in Kampoeng Bisnis Tegal Waru as a Tourism Attraction: "The management strategy to standardize joining MSMEs in Kampoeng Bisnis Tegal Waru, the community is only expected to be willing to accept the training and advice given by the manager properly and the community is ready to receive knowledge supplies and apply the principles of Social Entrepreneurship."

The results of the Interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding what people obtain after joining Kampoeng Bisnis Tegal Waru: "The community certainly gets additional knowledge and skills in the field of Social Entrepreneurship as well as receive assistance in the form of capital funds to develop their MSMEs."

The results of an interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the income of the community whose MSMEs participate in Kampoeng Bisnis Tegal Waru activities as part of a Tourist Attraction: "The income obtained by MSMEs participating in this activity is based on the number of visitors who come. Not only from tourism income, but MSMEs also obtain money from tourists who buy their wares and upstanding tourists to look for distributors for their business."

The results of the Interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the relationship between the community and the manager and the MSME business actors is: "The relationship between managers and MSME managers is well established. This is because of the cooperation between the management and the community benefit both parties".

The results of an interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the impact of the pandemic on Kampoeng Bisnis Tegal Waru: "The Covid-19 pandemic has resulted in a decrease in turnover received by the MSME activist community, which is a tourist attraction. The most obvious impact is the cessation of existing visits to Kampoeng Bisnis Tegal Waru".

The results of the Interview with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the changes from the pandemic period to the new normal era: "As a result of this pandemic, many changes have occurred, especially for MSMEs. Many MSME activists had to veer off course to work in other industries while preparing themselves so that MSMEs, as a tourist attraction, still have a solid selling point to tourists".

The interview results with the Manager and Founder of Kampoeng Bisnis Tegal Waru regarding the management strategy to maintain stability during the pandemic: "The manager distributes business capital assistance to 65 MSMEs affected by the Covid-19 pandemic. And provide counseling regarding health protocols that must be applied during a pandemic."

3.2 Discussion



Picture. 1.

Word Cloud result from an Interview conducted with the Founder and Owner of Kampoeng Bisnis Tegal Waru

Based on the Word Cloud processed using NVivo from interviews done by the researchers with the Founder and Owner of Kampoeng Bisnis Tegal Waru, Mrs. Tatiek, during observation and research shows, the word "assistance," "entrepreneurship," "attraction," and "management" which has the highest number of references. The word size most shows the dominance of terms that the source or speaker often conveys during the Interview.

The word assistance is related to help or support; the result obtained from the Interview stated that the founder and owner of Kampoeng Bisnis Tegal Waru assisted 65 MSMEs in the form of capital and business capital to develop their MSMEs. Researchers quote: "The community certainly gets additional knowledge and skills in the field of Social Entrepreneurship as well as receive assistance in the form of capital funds to develop their MSMEs." (Founder and Owner of Kampoeng Bisnis Tegal Waru).

The word entrepreneurship from the Word Cloud refers to the owners and MSME activists who receive additional knowledge and skills in Social Entrepreneurship. Researchers quote: "The community certainly gets additional knowledge and skills in the field of Social Entrepreneurship as well as receive assistance in the form of capital funds to develop their MSMEs" (Founder and Owner of Kampoeng Bisnis Tegal Waru)

Tourist attraction relates to the word "Attraction" from the Word Cloud, where the main tourist attraction available in Kampoeng Bisnis Tegal Waru is the MSMEs. The founder stated that many changes have occurred due to the Covid-19 pandemic; this includes the cessation of existing visits to Kampoeng Bisnis Tegal Waru and the MSMEs as a tourist attraction, where many had to veer off course to work in other industries. Researchers quote: "As a result of this pandemic, many changes have occurred, especially for MSMEs. As a result, many MSME activists had to veer off course to work in other industries while preparing themselves so that MSMEs as a tourist attraction still has a solid selling point to tourists". (Founder and Owner of Kampoeng Bisnis Tegal Waru).

The word management from the Word Cloud is related to the action or strategy done by the founder and owner of Kampoeng Bisnis Tegal Waru to deal with the problems that occurred due to the Covid-19 pandemic affecting Kampoeng Bisnis Tegal Waru. Researchers quote: "The management strategy to standardize joining MSMEs in Kampoeng Bisnis Tegal Waru, the community is only expected to be willing to accept the training and advice given by the manager properly and the community is ready to receive knowledge supplies and apply the principles of Social Entrepreneurship." (Founder and Owner of Kampoeng Bisnis

Tegal Waru). Another management strategy done by the founder is providing counseling regarding health protocols and preparing the MSME activists so that the MSMEs as tourist attractions are ready after the pandemic and still have a solid selling point to tourists.

4. Conclusion

The post-Covid-19 tourist attraction management strategy implemented by the founder and owner of Kampoeng Bisnis Tegal Waru is the assistance of a total of 65 MSMEs in the form of capital funds to develop their MSMEs. Another management strategy implemented by the founder is to provide MSME owners and activists with additional knowledge and skills in the field of Social Entrepreneurship. The MSMEs as the main tourist attraction of Kampoeng Bisnis Tegal Waru; the founder stated that due to the Covid-19 pandemic, many changes have occurred, including the cessation of existing visits to Kampoeng Bisnis Tegal Waru and MSMEs as a tourist attraction, where many had to veer off working in other industries. To deal with this issue due to the Covid-19 pandemic, the founders and owner Kampoeng Bisnis Tegal Waru's management strategy is to provide counseling regarding health protocols and prepare MSME owners ready after the pandemic and still have strong selling value for tourists.

5. Acknowledgment

Big appreciation and gratitude to the founder and owner of Kampoeng Bisnis Tegal Waru and its community and the members of the Tourism Department, Faculty of Economics and Business, Nasional University, for their contribution and support for the team until publication.

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