

Analysis of Amenities in Increasing Tourism Revenue at Curug Cigentis Karawang

Santi Pertiwi Hari Sandi¹, Dedi Mulyadi²

^{1,2}Management Study Program, Faculty of Economics and
Business, Buana Perjuangan University Karawang

Article Info

Article history:

Received December 2023

Revised December 2023

Accepted December 2023

Keywords:

Tourism

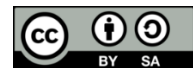
Amenities

Income

ABSTRACT

This research aims to find out about the state of amenities at one of the tourist attractions in the southern area of Karawang Regency, namely Curug Cigentis which is at the foot of Mount Sanggabuana. Amenities consist of health hygiene facilities, security, communications, amusement rides, accommodation, souvenir shop, prayer room, parking area, toilet, restaurant. From several amenity components in this tour, can we determine changes in tourist attractions. This research uses a qualitative descriptive method where data collection is carried out using interviews with 82 visitors. Business managers and owners at the Curug Cigentis tourist location, and secondary and primary data needed in this research. The results of this research show that the amenities owned and prepared by the management of Curug Cigentis really help tourist activities. Because there is cleanliness, health, security, communication, amusement rides, souvenir shops, prayer rooms, parking lots, toilets, restaurants. However, there are differences in rates for car parking fees, you have to add costs for communication availability by purchasing WiFi, and paying for the swimming pool at the Curug Cigentis tourist location. Meanwhile, MCK is available for free and for food and drink prices there is equal price, if you want to buy it at any stall along Curug Cigentis the price is the same. Good handling of amenities will increase income because visitors will want to visit the tourist location because they feel that supporting facilities are available, providing a sense of security and comfort.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Santi Pertiwi Hari Sandi

Institution Address: Buana Perjuangan University

e-mail: santi.pertiwi@ubpkarawang.ac.id

1. INTRODUCTION

The development of Indonesian tourism after the pandemic has gradually improved. This is shown by the number of foreign tourist visits, when compared with 2021 data the number of visitors was 1.6 million, in 2022 in semester 1 it reached 1.2 million people, this is the highest data since Covid-19 occurred. There are many strategies carried out by the Government to increase the tourism market, one of which is by providing cleanliness, health, safety (CHS) certification. This CHS is a process of providing certificates to tourism businesses, tourism destinations and other tourism products to provide guarantees to tourists regarding the implementation of cleanliness, health and safety. As many as 6,000 business units in 34 provinces in Indonesia have obtained this certification, and the continuation of CHS is CHSE (Cleanliness, Health, Safety & Environment Sustainability) (unair.ac.id, 2022).

West Java Province has a record high number of tourist visits, namely in 2017 amounting to 64 million, then experiencing an increase, namely in 2019, namely 68 million. Meanwhile, in 2020, during the Covid-19 pandemic, the number of tourists in West Java was only 38 million with the number of foreign tourists being 1.9 million. Currently, during the pandemic, the number of tourists is 47 million people in 2021, while foreign tourists are only 220 thousand people, but this number is better compared to the year during the Covid pandemic in 2020. The following is a graph of fluctuations in the number of domestic and foreign tourists in West Java. (detik.com, 2022)



Figure 1
Number of Domestic and Foreign Tourists in West Java Source: West Java Open Data, 2022

Karawang is a city in West Java Province which borders the cities of Bekasi, Bogor, and not far from the city of Jakarta. A strategic location like this makes Karawang the city to pass through when going to other cities. Kita Karawang has an area of around 1,737.30 km, based on data on the SIMONARAMAH website (Regional Cooperation Monitoring and Evaluation Information System) the amount of Karawang land developed for factory areas or what is usually called industrial areas is 13,718 Ha or 7.85%. (simonaramah.karawangkab.go.id, 2023)

Based on data on the Karawangkab.go.id page, the number of visitors to Cigentis waterfall in 2021 was 12,151 visitors. (www.karawangkab.go.id, 2022).

According to megapolitan.antaranews.com, in 2022, during Eid 2022, based on a statement from Pa Agung as one of the natural tourism managers of Curug Cigentis, the number of visitors only reached 120-130 visitors.

Maintaining the number of visitors to tourist attractions requires handling supporting products or supporting facilities for tourist attractions which are usually called amenities. These amenities are supporting facilities that can meet tourist needs when visiting a tourist spot, where amenities are related to the availability of facilities, for example public toilets, rest areas, parking lots, health facilities, places of worship and so on. (Y. Hermawan, 2017)

Fulfillment of these amenities must be managed well so that there are no discrepancies, for example the application of tariffs for one of the means for which there is no standard determination, such as a statement from a visitor to Cigentis

waterfall that the price of the motorbike taxi used by visitors is not the same price when going up and down, when going up The price charged is Rp. 15,000 and down Rp. 10,000, apart from that the parking fee on the Inn.net page (penginapan.net, 2023) car parking is Rp. 7000, but when we went there the car fare was IDR. 15,000. Several tariff conditions like this could be the reason why tourists are reluctant to visit again because of price increases that are not monitored by the management.

Some of the results of previous research regarding amenities by Y. Hermawan, 2017 show that Curug Cigentis has facilities such as cleanliness, security, souvenir shops, there is a parking lot and there are toilet facilities. Apart from that, research results from Opilia Arpiani Putri 2021 show that amenities consist of public facilities such as toilets, changing rooms, homestays, food stalls, rubbish bins, parking lots, ticketing, as well as supporting facilities for karaoke, amusement parks, security posts, cafes and rentals. rubber tire.

2. LITERATURE REVIEW

2.1 Formulation of the problem

Based on the background outlined, the formulation of the problem raised is how to handle amenities carried out by the management of coral tourist attractions in increasing income from Curug Cigentis Karawang Tourism.

2.2 Amenities

Tourist amenities can be interpreted as facilities and infrastructure that must be provided by the manager for tourist needs. The presence of tourists at a tourist attraction not only means enjoying the condition and beauty of the local environment, but tourists also need accommodation such as (facilities for hygiene, health, security, communication, entertainment venues, hotels/inns, restaurants and souvenir shops), transportation (alternative roads). , asphalt, hothouses and footpaths), vehicles (public

transport, rickshaws, motorbike taxis and bicycles) and others (mosques, parking lots, toilets and shelters).

The amenities (supporting facilities) of tourist attractions consist of the following:

- 1) Cleaning Facilities
- 2) health
- 3) security
- 4) communication
- 5) amusement rides
- 6) lodging
- 7) souvenir shop
- 8) prayer room
- 9) parking lot
- 10) Mack
- 11) Restaurant

Income is the total amount of cash received within a certain period of time (usually one year), individual or household income consists of income from wages, rent, interest and dividends, as well as transfer payments such as social and unemployment benefits (Abubakar and Pantawis 2020)

3. METHODS

This research includes qualitative descriptive research. The method in this research uses two types of data collection methodology, namely primary data and secondary data. Primary data is data obtained from a first source or direct source, while secondary data is data taken from a second source, not from the original source. The primary data collection method was carried out by field observation. The secondary data collection method was carried out by looking for related literature studies in the form of previous studies regarding regional development and tourism. The number of respondents was 82 respondents, consisting of visitors, business people and the management of Curug Cigentis.

4. RESULTS AND DISCUSSION

Cigentis Waterfall is one of the waterfalls located in Mekar Buana Village, Tegalwaru Karawang District, West Java

Province. The name of this waterfall is based on a story that comes from the name of the palace princess, Nyi Gentis Sari. Previously it was a dry area and was the fruit of the prayers of the Guardians. Then water came out and the first person to jump in to bathe was Nyai Gentis, so the Guardians named the waterfall Cigentis Waterfall. (karanganyar.inews.id, 2023). Based on the results of interviews with the Village Head and BUMDes of Mekarbuana Village, this waterfall belongs to the Forestry Service, while management, including parking tickets and other things, is managed by BUMDes of Mekarbuana Village. The entrance ticket price at the time of observation in August 2023 is IDR. 25,000 per person, and to get to the waterfall location from the last motorbike parking location takes around 20-30 minutes on foot.



Location of the Cigentis Warerfall
Source: Author, 2023

Interviews were conducted with 82 visitor respondents with an age range of 16 – 60 years. Based on the results of interviews, it shows that 80% of the reasons for visiting Curug Cigentis were because they were attracted by its natural beauty. Then 92% of the vehicles used are motorized vehicles (motorbikes). Tourist locations cannot be separated from the amenities aspect which is one of the important supporters of tourist attractions, to support tourist activities. The amenities available at Curug Cigentis are as follows:

4.1 Cleanliness Facilities, Curug Cigentis already has a notice board to maintain

cleanliness and there is a rubbish dump



Figure 3
Cleanliness notice boards and rubbish dumps Source: Author, 2023

The Curug Cigentis tourist attraction has a rubbish dump which is assisted by the District Environmental Service. Karawang is a form of support from the Government to maintain environmental cleanliness.

4.2 Health

At Cigentis waterfall there is no health or emergency post, but there are health support facilities at Cigentis Waterfall in Mekar Buana Village, which is located near the Mekarbuana Village office next to the BUMDes Office.



Figure 4
Mekar Buana Village health facilities Source: Author, 2023

4.3 Security, Curug Cigentis has a security post and security officers from the tourism management.



Figure 5
Safety warning information board Source:
Author, 2023

4.4 Communication

The communication network reaches the Mekarbuana Village office, to be able to communicate there are wifi vouchers that are sold at the Curug Cigentis location at a rate of 1 hour Rp. 5,000 and 5 Hours Rp. 10,000



Figure 6
Communication support
Source: Friska Yeni (2022), Writer, 2023

4.5 Amusement rides

Curug Cigentis offers natural views with the addition of a swimming pool for a fee of Rp. 5,000 per person.



Figure 7
Cigentis Waterfall Entertainment Swimming Pool Source: Friska Yeni (2022), Writer, 2023

4.6 Lodging

Cigentos waterfall does not have accommodation,

4.7 Souvenir shop

Curug Cigentis is available in a special souvenir shop from Curug Cigentis, namely clothes screen-printed with images of Curug Cigentis. With the price of clothes Rp. 30,000 – Rp. 40,000



Figure 8
Cindreamata Curug Cigentis
Source: Author, 2023

4.8 Prayer room

Cigentis Waterfall provides prayer room facilities



Figure 9
Curug Cigentis prayer room Source: Author, 2023

4.9 Parking area

Before entering the Curug Cigentis area, there is a parking area for motorbikes and cars



Figure 10
Final parking for Cigentis Waterfall Source:
YouTube Sunda Tatar Tourism (2020)
YouTube Friska Yeni (2022)

For visitors If you are using a car, the parking area is still far from the waterfall location, so motorbike taxis are provided to help visitors get to the waterfall location. The fare for motorbike taxis has increased by IDR. 15,000 and down Rp. 10,000. The motorbike parking rate that applies at the time of observation in August 2023 is IDR. 7,000, while the results of research on

several respondents who did not only visit in 2023 for motorized vehicles, the ticket cost was Rp. 5,000,-. For car ticket rates, according to observations, there were differences in rates, some said the ticket price was IDR 10,000, and even when the researcher was visiting the Mekarbuana Village restaurant, the car parking fee was IDR. 15,000 – Rp. 20,000,-.

4.10 Mck, Cigentis Waterfall has free Mck facilities that visitors can use



Figure 11
Cigentis Waterfall Mck
Source: Author, 2023

4.11 Restaurant

Along the road to Curug Cigentis there are restaurants/food stalls that can be used to rest on the way to the waterfall location or after playing in the water. This food stall provides rice, side dishes, vegetables, chili sauce and fresh vegetables and supporting foods such as noodles and drinks. The price range for Pop Mie is Rp. 10,000 at each stall around the Curug Cigentis tourist attraction. Sweet tea is sold for Rp. 6,000, Food such as fried food is sold for Rp. 2000/1 pcs, Rice for Rp. 5,000, side dishes for Rp. 3,000 – Rp. 7,000, Lalaban for Rp. 1,000/pcs.



Figure 12
Curug Cigentis restaurant
Source: Author, 2023

4.12 Increased revenue

Based on observations of business actors and managers of Curug Cigentis, the number of visitors in August was the highest compared to tourist locations in the South Karawang area, namely 9,546 visitors. The number of visitors is also greatly influenced by facilities, namely amenities at tourist locations, which consist of hygiene, health, security, communication, entertainment venues, hotels/inns, restaurants/food stalls, souvenir shops), prayer rooms, parking lots and toilets.

Amenities are facilities and infrastructure that support tourist locations. can be interpreted as facilities and infrastructure that must be provided by the manager for the needs of tourists. Because when tourists visit they will not only enjoy nature or the scenery but also need amenities (supporting facilities) in the form of hygiene, health, security, communication, entertainment venues, hotels/inns, restaurants/food stalls, souvenir shops), prayer rooms, places parking, and MCK. The amenities owned and prepared by the Curug Cigentis management really help tourist activities. The potential amenities available in the Curug Cigentis tourist area are as follows:

- a. Cleanliness Facilities: Information boards are available to maintain cleanliness and there are rubbish disposal bins available, both simple (using blue drums) and assistance from the Environmental Service, namely rubbish bins appropriate to the type of rubbish. The availability of this cleanliness supports and helps in maintaining cleanliness.
- b. Health, health facilities are close to the Des Mekarbuana office and BUMDes, although they are not directly available at the Curug Cigentis location, there are health

- facilities available in the village to anticipate undesirable things.
- c. Security, there is security provided by Curug Cigentis management officers
 - d. Communication, availability of paid wifi
 - e. Amusement rides, paid swimming pool available
 - f. Accommodation, no accommodation available
 - g. Souvenir shop, souvenirs available in the form of Curug Cigentis screen-printed t-shirts
 - h. Prayer room, prayer room facilities are available
 - i. Parking is available for cars that are still very far away, and motorbike parking facilities. There are still differences in car parking rates,
 - j. Mck, There are Mck facilities for rinsing after swimming and free toilets
 - k. Restaurant: There are restaurant facilities for heavy meals, snacks and drinks.

The availability and well-maintained amenities can increase the number of visitors because visitors at least do not feel difficulties or feel uncomfortable if they are not supported by the availability of amenities. Cleaning facilities are available and maintained, security is carried out by the tour manager, communication is available even though it costs money. Again, additional entertainment from the swimming pool location at an additional cost of Rp. 5,000, free rinsing and toilet facilities, parking space, and a restaurant which can also be used as a place to rest and

the prices offered are the same from all the sellers there, creating a feeling of comfort because visitors don't feel like they are being held back by expensive food and drink prices.

5. CONCLUSION

The amenities owned and prepared by the Curug Cigentis management really help tourist activities. As for the potential amenities available in the Curug Cigentis tourist area, there are information boards to maintain cleanliness and there are rubbish disposal sites available, both simple (using blue drums) and assistance from the Environmental Service, namely rubbish bins appropriate to the type of rubbish. The availability of cleanliness supports and helps in maintaining cleanliness, the availability of health facilities is close to the Des Mekarbuana and BUMDes offices, the availability of communications, the availability of paid WiFi, the availability of amusement rides, the availability of paid swimming pools, the availability of centramata in the form of Curug Cigentis screen-printed T-shirts, the availability of prayer room facilities, there is parking available for cars that are still very far away, and motorbike parking facilities. There are still differences in car parking rates, there are toilet facilities for rinsing after swimming and free toilets, and restaurant facilities for heavy meals, snacks and drinks. Good handling of amenities will increase income because visitors will want to visit the tourist location because they feel that supporting facilities are available, providing a sense of security and comfort.

REFERENCES

- [1] Surya Sandy Levinanda (2015). Analysis of factors that influence the number of visits to the Grand Mosque tourist attraction in Central Java. Diponegoro University Semarang
- [2] M. Akrom K (2014). Analysis of factors influencing tourist visits at Cahaya Beach, Weleri Ka, Kendal Regency. Diponegoro University Semarang
- [3] Kharinda Triandara (2017). Analysis of factors that influence tourist visits to Pangandaran Answers beach. State Islaminc University Sunan Kalijaga Yogyakarta
- [4] Afralia, Alfian. Factors that influence tourist visits to the Muaro Lasak tourist attraction in Padang City. KBP College of Economics
- [5] Hermawan Yoga. (2017) Identification of Potentials and Problems in the South Kara wang Tourism Area Based on Attraction, Amenity and Accessibility Aspects. UNIKOM. Bandung

- [6] Law of the Republic of Indonesia number 10 of 2009 concerning tourism
- [7] Elga Fania, 2018 Planning a Community-Based Tourism Program in Sedari Village, Karawang Regency, Indonesian Education University | repository.upi.edu | library.upi.edu
- [8] <https://prokum.jdih.karawangkab.go.id/uploads/phd/1623308705-17269285.pdf> Karawang Regent Regulation number 41 of 2018 concerning management of tourist attractions in Karawang Regency
- [10] <https://megapolitan.antarane.ws.com/berita/189433/pengunjung-wisata-alam-curug-cigentis-karawang-estimated-to-surge-at-the-weekend>
- [11] https://www.karawangkab.go.id/sites/default/files/pdf/Buku%20Statistik%20Sektoral%20Kab_Karawang%20 2020 PDF.pdf
- [12] <https://www.pelitakarawang.com/2022/05/sabtu-dan-cepat-ini-curugcigentis.html>
- [13] <https://travelspromo.com/htm-wisata/curug-cigentis-karawang/>
- [14] <https://www.youtube.com/watch?v=uRuUo2iMK2Q>
- [15] <https://unair.ac.id/potensi-dan-resesi-potret-pariwisata-indonesia-pasca-pandemic>. December 26, 2022
- [16] <https://indonesiasafetycenter.org/training/cleanliness-health-safety-environment-sustainability/>
- [17] <https://www.detik.com/jabar/wisata/d-6251763/geliat-pariwisata-di-jabar-cepat-pandemi-eased> August 24, 2022
- [18] <https://www.knic.co.id/id/kota-industri-karawang-merupakan-yang-terbesar-di-indonesia-6-3-2019>
- [19] <http://simonaramah.karawangkab.go.id/industri> 12 March 2023
- [20] <https://pustek.menlhk.go.id/peraturan-teknis/peraturan-menteri-lhk-nomor-13-tahun-2020-regarding-development-of-facilities-and-infrastructure-for-nature-tourism-in-forest-areas>
- [21] <https://www.tribunnewswiki.com/2022/05/16/curug-cigentisMay16,2022>
- [22] <https://penginapan.net/tiket-kampung-wisata-curug-cigentis-karawang/>
- [23] <https://www.youtube.com/watch?v=NxIpFMZIsFI>
- [24] <https://www.youtube.com/watch?v=uRuUo2iMK2Q>