

## Kedung Gede Tourism Village Recovery Plan (Post Pandemi Covid-19)

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### ABSTRACT

This research is motivated by the covid-19 pandemic which has a major impact on the tourism sector and recovery efforts are needed to increase the number of tourist visits after the covid-19 pandemic. This research aims to analyze the tourism potential and development of kedung gede tourist village as covid-19 in the post-pandemic and the benefits felt by the surrounding community from the development of kedung gede tourist village itself. This research uses a descriptive qualitative approach to get a complete picture of Kedung Gede Tourism Village with the analysis method used is SWOC analysis. Primary and secondary data obtained came from observations, interviews, documentation and literature studies, such as journals, books, reports. The results of research conducted using SWOC provide several strategies such as: 1) Reviving local traditions periodically to create an attractive tourism attraction. 2) Increase the number of homestays and improve their quality standards in order to become an attractive and quality tourist attraction. 3) Building a unique tourism identity by developing a distinctive icon of Kedung Gede Tourism Village that is different from other tourism villages, 4) Building a network of cooperation with government and private agencies to get support in procuring and improving tourism support facilities and improving road accessibility to the tourism village.

*Keywords:* Tourism Destination Development, Tourism Potential, Benefits, Kedung Gede Tourism Village, Post COVID-19 Pandemic, SWOC

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### 1. INTRODUCTION

The Covid-19 pandemic has had a major impact (Sumber et al., n.d.) since the beginning of the emergence of the Covid-19 virus that has hit every country in the world including Indonesia. All sectors of life have changed, such as education, economy, social and even increasing the unemployment rate [1]. The emergence of Covid-19 pandemic cases had the earliest significant impact on the tourism sector and the creative economy, considering that one way to reduce the increase in the number of cases is to limit human mobility [2]. Many tourist destinations have been forced to close or experienced a drastic decline in the number of tourist visits, resulting in significant economic losses. These conditions indicate that the challenge for the tourism sector going forward is in recovery [2].

The recovery of post-pandemic tourist destinations has significant economic, social and cultural impacts. Economically, it can provide employment and income opportunities for local communities. An increase in the number of tourists visiting a destination will create demand for local products and services, such as lodging, restaurants, and souvenir shops. In addition, successful tourist destinations can strengthen surrounding infrastructure and public services. Socially and culturally, tourism promotes cultural exchange and understanding between groups, and strengthens local identity and community pride.

This research has an important position in the context of recovering tourist destinations after the COVID-19 pandemic. Through the development of Kedung Gede tourism village as a pilot tourism village, this research contributes to efforts to restore the tourism sector in the region. In addition, this research is different from previous studies because it focuses on the development of a

pilot tourism village as an initiative to increase the number of tourist visits. Some previous studies have explored the potential of tourism villages, but still in general terms. As in previous research that discusses the recovery strategy of Kampoeng Wisata Cinangneng which was conducted by [3]. These strategies include creating new tour packages according to health protocols, creating new tourist attractions, and selling products made from plants at Kampoeng Wisata Cinangneng. Furthermore, research on the development strategy of the Tamansari tourist village in an effort to restore the economy by [4].

The results of the study explain that Taman sari tourist village has strengths and opportunities that are greater than its weaknesses and threats, this makes Tamansari tourist village a village that has the potential to be developed and is able to contribute to improving the economy of local communities in economic recovery efforts during the COVID-19 pandemic. The next previous research conducted by (Kinanthi, 2022), that in this pandemic situation, ecotourism has the potential to respond and provide opportunities for communities in the tourism sector. To achieve this, it is important to adhere to ecotourism concepts, such as harmonious and mutually supportive cooperation, safety and comfort for tourists, independent management, easy access to information, and sustainable environmental development efforts. this will make a new contribution by exploring the potential of Kedung gede tourism village in increasing the number of tourist visits after the COVID-19 pandemic and making it a successful pilot tourism village.

This research is expected to provide benefits for the local community and other parties in developing tourist destinations and can help increase the number of tourist visits to Kedung Gede Tourism Village after the Covid-19 pandemic. Thus, this research has an important position and can provide significant benefits for the development of the tourism sector in Indonesia. In addition, this research will also provide new insights into human resource management and environmental sustainability in the context of tourism. Based on the explanation above, this research aims to analyze, i) How is the potential of the Tourism Village in Kedung Gede) ii) Kedung Gede tourism village recovery plan (post pandemi covid-19), iii) The impact of Kedung Gede tourism village recovery plan (post pandemi covid-19).

## 2. LITERATURE REVIEW

### 2.1 *Tourism Destinations*

According to [5] suggests the definition of a tourism destination as a physical space that can have administrative or analytical boundaries, where visitors can stay. It involves the grouping of products, services, activities and experiences along the tourism value chain, and is the basic unit in tourism analysis. Destinations incorporate various stakeholders and can form networks to form larger destinations. The image and identity of a destination have intangible properties that can affect its competitiveness in the market. Tourism destinations include administrative and/or analytical bounded or non-bounded physical spaces, where visitors can stay. It is a grouping (common location) of products, services, activities, and experiences along the tourism value chain, as well as being the basic unit in tourism analysis. Destinations are also aggregations of different stakeholders and can be networked to create a broader destination. Destination image and identity are intangible characteristics that can affect its competitiveness in the market.

While [6] argues that in terms of products, tourist destinations have tangible attributes such as lodging, food, and intangible attributes in the form of service delivery. In the context of

sustainability, destinations are a combination of products and services that include tourist attractions, public facilities, tourism facilities, accessibility, and community linkages and support. A sustainable destination is environmentally responsible, socially just, and economically adequate, so that current users of the product can fulfill their needs without compromising the needs of future generations.

[7] expressed the opinion that to become a tourist destination, an area must have tourism potential that can be developed into tourist objects and attractions that complement each other with the travel motives of tourists. The tourism potential includes natural potential, cultural potential, and human potential. Then, the tourism potential is developed into tourist objects and tourist attractions. Tourist objects are things that can be seen and witnessed without the need for special preparation, such as natural scenery, beaches, lakes, mountains, and the like. Meanwhile, tourist attractions are things that can be seen or witnessed through performances specifically organized for tourists. Tourist attractions must be prepared in advance, for example traditional ceremonies, traditional folk art, and the like.

## 2.2 *Tourism Village*

Based on the regulation of the Minister of Culture and Tourism in 2010, *Desa Wisata* is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions.

Meanwhile, according to [8], rural tourism is tourism that consists of the overall rural experience, natural attractions, traditions, unique elements that can attract tourists. Meanwhile, according to [9], a tourist village is a rural area that has several special characteristics to become a tourist destination. In this area, the population still has relatively original traditions and culture.

In addition, several supporting factors such as typical food, agricultural systems and social systems also color a tourist village area. Beyond these factors, nature and a pristine and preserved environment are one of the most important factors of a tourist destination. If mapped according to the [10], tourist villages have four levels [11] :

a) Pilot Tourism Village.

It is still in the form of potential, does not yet have a product and there are no tourist visits. In addition, the facilities and infrastructure are still very limited, with the level of public awareness not yet growing.

b) Developing Tourism Village.

Although still in the form of potential, it has begun to be looked at for further development. The developing tourism village can also receive guests.

c) Advanced Tourism Village.

The community is already aware of tourism with indicators that they can manage tourism businesses, including using village funds to develop tourism potential. The area has also been visited by many tourists, including from abroad.

d) Independent Tourism Village.

There has been tourism innovation from the community. The tourism destination has also been recognized worldwide with standardized facilities and infrastructure. In addition, the management is collaborative pentahelix.

### 2.1.1 *Tourism Village Criteria*

Referring to [12], the tourism village criteria used for verification consist of eight different aspects. These aspects include:

- a. nature/bio-biological aspects,
- b. aspects of the physical environment,
- c. cultural aspects,
- d. amenity/infrastructure aspects,
- e. Human Resources (HR) aspect,
- f. institutional aspects,
- g. attitudes and ways of life in society, and
- h. accessibility aspect.

### 2.3 *Tourism Destination Planning*

[13] following the opinion of [14] that planning is an activity that seeks to work in an integrated manner by considering social, economic, political, psychological, anthropological, and technological factors, and paying attention to past, current, and future conditions.

[15] argues in the context of the mentioned time dimension, planning reflects past experiences and considers current conditions as a basis for setting and achieving future goals. For this reason, planning must follow a direction and identify the steps to be taken in order to achieve the targets that have been set. [16] elaborates on this, 'A plan ... enables us to identify where we are going and how to get there (emphasis added) - in other words it should clarify the path that is to be taken and the outcomes or end results. It also draws attention to the stages on the way and ... helps to set and establish priorities that can assist in the scheduling of activities.

Still from the opinion [13] regarding tourism planning that has a planning hierarchy that is adjusted to the scale of spatial activities. At the national level, tourism planning addresses national tourism policies, structural plans, and service standards. At the provincial level, tourism planning discusses tourism policies at the provincial level, tourism supporting transportation networks, tourism supporting facilities and services, and linkages with other sectors. While at the site level, tourism planning discusses the location of buildings and facilities that must be available at the site.

Over time until today, some important points have been added [17]. These points include: creating mechanisms to provide structured facilities over large areas; coordinating tourism elements such as accommodation, transportation, marketing, and human resources; paying particular attention to resource conservation aspects and maximizing benefits to local communities in order to achieve sustainability (usually through tourism development or management plans); and redistributing tourism benefits by developing new tourism sites or restoring economic conditions in places that have been abandoned by tourists.

[18] argues that there are four important things (4A) as the main components in planning and developing tourism destinations, among others:

- a. Attractions are factors that attract tourists, including natural wealth, culture, and artificial attractions such as special events or special interests.
- b. Accessibility covers the supporting transportation system, including transportation routes or lanes, terminal facilities, airports, ports, and other modes of transportation.

- c. Amenities are supporting facilities that are important in tourism, such as accommodation, restaurants, retail shops, souvenir shops, money exchange facilities, travel agencies, tourist information centers, and various other comfort facilities.
- d. Ancillary Services refer to the availability of facilities such as banks, telecommunication services, postal services, hospitals, and so on that are used by tourists as support for their trip.

#### **2.4 Tourism Destination Resilience**

Resilience is the ability to survive and recover or adapt to unfavorable or challenging conditions. [19] Resilience is the ability to survive and recover or adapt to unfavorable or challenging conditions [19], such as economic crises, natural disasters, or disease outbreaks like the Covid-19 pandemic. Tourism destination resilience is the ability of a tourism destination to overcome the negative impacts of environmental, social, economic, or political disturbances or changes that affect the tourism sector.

There are four sequential stages that must be followed through the model to build the resilience of tourist destinations, namely the prepare, respond, recover, and adopt stages [19]. The prepare stage includes preparation and planning to deal with the crisis, the respond stage includes quick action in dealing with the crisis, the recover stage includes recovery and repatriation of tourists, and the adapt stage includes evaluation and improvement of the system to deal with future crises.

By building the resilience of tourist destinations, they will be better prepared and able to cope better with crises. This will help destinations to recover faster and remain sustainable in the long term.

Some factors that can affect the resilience of tourist destinations include:

1. Preparedness: Tourism destinations that have a good preparedness system are better prepared for crises and can respond quickly [20].
2. Risk reduction: Tourism destinations that have good disaster management plans and pay attention to important aspects such as disaster-resistant infrastructure, early warning systems, and effective evacuation will be better prepared for crises [21].
3. Collaboration: Collaboration between the government, tourism actors, and the community is essential in building the resilience of tourist destinations.
4. Strengthening and increasing resilience: Tourism destinations need to strengthen and improve their resilience to potential natural and non-natural disasters, through disaster mitigation and preparedness activities within the scope of tourism crisis management and program synergies between ministries/agencies.
5. Human resources: Human resources that are trained and skilled in dealing with crises will help increase the resilience of tourist destinations.
6. Technology: Advanced and up-to-date technology can help tourist destinations deal with crises, such as early warning systems and disaster monitoring systems.
7. Policy: Policies that support and take into account the resilience aspects of tourist destinations will help improve resilience.

In building the resilience of tourist destinations, the factors above need to be considered and implemented properly. This will help tourist destinations to be better prepared and able to deal with crises better.

### 3. METHODS

The method used in this research is a qualitative method. Qualitative research is research that produces and processes descriptive data, such as interview transcriptions, field notes, drawings, photographs, video recordings and so on [22]. The data used in the study consisted of primary data and secondary data. Primary data was obtained through observation, interviews, and documentation. Observations were made by visiting Kedung Gede Tourism Village to observe its potential and collecting data through archives related to the village profile. Observation also included observing the activities of the tourism village manager, the community related to tourism village management, the daily activities of the community in Kedung Gede Village, as well as the physical condition of the environment, tourism objects, facilities, and tourism infrastructure at the research location. Interviews were used to obtain information from relevant sources. Documentation was conducted to collect factual data from village archives related to village potential and development, as well as to document pictures of Kedung Gede Village [23].

The secondary data used comes from various sources such as journals, books, reports, and the website of the Ministry of Economic and Creative Tourism. Information and research data were collected through the library by using various materials such as books, previous research, articles, notes, and journals that are relevant to the issues to be discussed. It is important to remember that data sources do not always come from direct collection in the field.

[24] Next to formulate a strategy development of tourist villages, a SWOC analysis is conducted which includes the identification of strengths, weaknesses, opportunities, and challenges to formulate a strategy [25].

The term SWOC is often used as SWOT. The word "*Threat*" which refers to a threat is considered to have a frightening connotation in an organizational context. Meanwhile, the word "*Challenge*" which means challenges is considered more appropriate, because a challenge is basically something that must be faced and overcome. Therefore, in this paper the author prefers to use the word "*Challenge*" rather than "*Threat*" [25].

### 4. RESULTS AND DISCUSSION

#### 4.1 *Potential of Tourism Village in Kedung Gede*

The defense industry is riddled with several challenges related to managing human capital, be it the shortage of specialized talent, the shortage of junior officers, and the military's failure to meet its recruitment targets [17]. The HR challenges in the defense industry are unique mainly because of the complexity and importance of the work involved. The dynamics of HR operations in the defense industry require a strategic approach to the management of the workforce [17]. To address these challenges, the principles of HCM can be adapted to meet the specific needs of defense organizations. Here are some ways in which HCM principles can be adapted to address the specific needs and challenges of defense organizations:

Kedung Gede Tourism Village is a tourism village in Lenteng Agung, South Jakarta, located around the Ciliwung watershed. The river originates in the highlands on the border of Bogor Regency and Cianjur Regency, from the springs of Mount Gede, Mount Pangrango, and Telaga Saat on the slopes of the Jonggol Mountains, north of the Puncak area in Bogor.

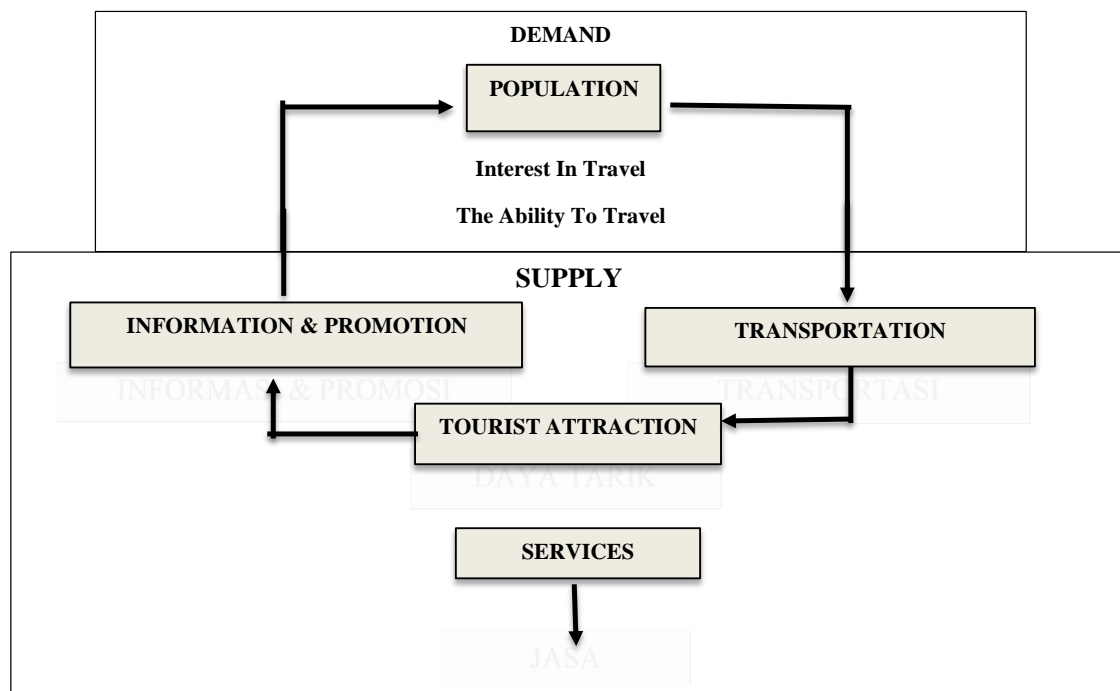
Kedung Gede Tourism Village was started in 2019 by a group of Jagakarsa residents who care about the Ciliwung river. They formed a community and pioneered the development of a tourist village on the banks of the Ciliwung River. Initially, there was only a saung which was not originally intended for tourism. However, through the initiation of the government, especially the urban

village, this village was successfully developed into a tourist destination. In 2020, Kedung Gede Tourism Village was inaugurated and included in the top 300 list of the Anugerah Desa Wisata Indonesia (ADWI) as a pilot Tourism Village. However, development still continues and is hampered by limited funds.

Several potential tourist attractions were identified in Kedung Gede Tourism Village:

- a) Its location along the Ciliwung River has the potential to be developed as an alternative river-based sustainable tourism. Tourists can enjoy various water activities such as river cruising by boat, rafting, and get education about environmental conservation along the Ciliwung River.
- b) The potential for agritourism and ecotourism around Kedung Gede Tourism Village includes Urban farming, with a bamboo garden surrounded by the Ciliwung river and trees. This place can be developed as a nature tourism area in the middle of the city without changing the initial designation of the area. Activities such as nature exploration, camping, nature observation, trekking, flying fox, rock climbing, photography, learning about agriculture, gardening, environmental management, and learning about community animal husbandry, are suitable to be developed in this area. The development of Betawi culinary specialties that integrate the nature of the Ciliwung river also needs to be considered.
- c) Potential tourist attractions around Kedung Gede Tourism Village include a bamboo arboretum, rare plant tourism, waste management, and reptile animal education around the Ciliwung River. It takes the participation of the surrounding community, MSMEs, government, and stakeholders to develop this potential. Bamboo-based souvenirs such as bags, piggy banks, watch boxes, and souvenirs can be processed and marketed to visitors. The development of facilities for making handicrafts and souvenirs made from bamboo needs to be done so that tourists can participate and learn about the process of making these crafts. In addition, bamboo cultivation and bamboo educational tours can be promoted to encourage education and preserve bamboo varieties. Tourists can also participate in environmental care activities and the cultivation of bamboo and rare plants, through interaction with local communities along the river.

### Kedung Gede Tourism Destination Planning Model



Planning is an important process that aims to determine the steps needed to achieve the goals that have been set. According to [26], planning has important benefits. First, planning helps carry out tasks effectively and ensures that each unit is organized in the same direction. Second, planning serves as a guide in carrying out activities, so that implementers have a similar understanding of how to achieve goals.

#### 4.2 Kedung Gede Tourism Village Recovery Plan (Post Pandemi Covid-19)

The establishment of Kedung Gede Tourism Village as a Tourism Village has certainly considered and studied various tourism potentials, both classified in natural attractions, cultural attractions and artificial attractions.

Although the COVID-19 pandemic has ended and restrictions have been lifted, the government is still trying to recover from the impact of the pandemic and continues to encourage the growth of the tourism sector as a source of state revenue. Despite the ongoing pandemic, the tourism sector continues to show positive potential as many people are expected to travel after almost a year and a half of being unable to travel. Minister Sandiaga Salahuddin Uno previously said that the key to dealing with major changes in the tourism sector and creative economy due to the COVID-19 pandemic is to apply three aspects, namely innovation, adaptation and collaboration (July 29, 2021, Jakarta).

Developing Kedung Gede Tourism Village as a desirable tourist destination is not an easy task. The village faces challenges in competing with other tourist villages around the Jakarta area, especially in facing competition for attractions along the Ciliwung river. Tourism village development needs to focus on its natural and cultural attractions. As a pilot tourism village, a good first step is to develop river-based natural attractions. To improve tourist attractions, it is necessary to identify strengths, weaknesses, opportunities and challenges through the SWOC (Strength, Weakness, Opportunity, Challenge) approach.



The SWOC identification of Kedung Gede Tourism Village includes several aspects, namely aspects of the natural environment, economy, socio-culture, and community and government support. The following is a table of SWOC strategies for Kedung Gede Tourism Village:

<p><b>EXTERNAL</b></p>	<p><b>Strength (Strenght)</b></p> <ul style="list-style-type: none"> <li>• The location is on the banks of the Ciliwung river and has a beautiful view.</li> <li>• Because of its location by the Ciliwung river. So it has the potential for alternative river-based activities and has rafting.</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Lack of tourist attractions and tourism products</li> <li>• Facilities are inadequate and have not been fulfilled much</li> <li>• Decrease in Quality and quantity of Ciliwung River</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>• Availability of large tracts of land on which new facilities can be built</li> <li>• As an educational tourist spot for the community and tourists</li> </ul>	<p><b>SO strategy</b></p> <ul style="list-style-type: none"> <li>• Establishment of community-based 3A tourism development</li> <li>• Extension and improvement of 3 A cooperation between the government and the surrounding community</li> </ul>	<p><b>WO Strategy</b></p> <ul style="list-style-type: none"> <li>• Invite the community and visitors to help promote through social media</li> <li>• Improving facilities in terms of 3A for tourist comfort and satisfaction</li> </ul>
<p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>• Weak empowerment of local industries (business units that are not managed by the surrounding community)</li> <li>• Impact of community activities that can damage the tourist destination environment</li> </ul>	<p><b>SC Strategy</b></p> <ul style="list-style-type: none"> <li>• Provide education to the community to increase human resource potential.</li> <li>• Provision of other or new facilities that can bring in pre- and post-harvest income</li> </ul>	<p><b>WC Strategy</b></p> <ul style="list-style-type: none"> <li>• Increase ideas and innovations for the development of 3A attractions</li> <li>• Improve services and establish new events to be another alternative.</li> </ul>

The development strategy of Kedung Gede Tourism Village can be determined based on the SWOC analysis that has been presented previously. Through interpretative analysis of tourism development after the Covid-19 Pandemic, especially in terms of changes in tourist facilities and infrastructure, steps can be formulated to overcome threats and make them a strength of Kedung Gede Tourism Village. One of the proposed measures is the inclusion of Kedung Gede Tourism Village into the *Green Zone*. The following is a description of each strategy:

### 1. S-O STRATEGY

The S-O strategy is applied to utilize the strengths of Kedung Gede Tourism Village to capture the opportunities it has. This requires organizational management that is appropriate to the needs and size of the area, clear policies, and standard rules for users. Careful planning and periodic evaluation of maintenance programs, maintenance, and repair of facilities and infrastructure are also important to improve visitor comfort. Some strategies that can be done are

- a) Identify and select local potentials that are considered highly attractive.

Some of the potentials of Kedung Gede Tourism Village that can be developed include a beautiful and cool village atmosphere, ciliwung river and saung around the tourist village. This natural potential is an attraction that from the beginning was developed better into a river-based tourist spot around the Kedung Gede tourist village to add to the completeness of tourist facilities in Kedung Gede so that tourists who visit like the tourist attractions of Kedung Gede Village.

- b) Presentation of local tradition activities as a tourist attraction

Kedung Gede Tourism Village has interesting local traditional activities such as marawis music practice, traditional Betawi dance, etc. These local cultural traditions and arts activities can be packaged well and attractively so that they become an additional attraction of Kedung Gede Tourism Village.

- c) Provision of *homestays* that meet comfort standards as a tourist attraction

Tourist visits will continue to increase to Kedung Gede Tourism Village if it provides opportunities for providing homestay services, therefore homestays are very important for the comfort of tourists when visiting, especially if the facilities in them meet comfort standards.

- d) Provision of adequate parking lots, in order to accommodate many vehicles for tourists, especially four-wheeled vehicles.

### 2. S-C STRATEGY

The S-C strategy is implemented through Kedung Gede Tourism Village's strategic plan to deal with challenges. The plan involves clear directions and instructions, socialization of rules to visitors and tenants, especially in dealing with threats during and after the pandemic transition period. To deal with competition, regular and measurable development of programs and events remains a focus. In addition, it is necessary to find breakthroughs in fundraising that focus on preservation and conservation. Some strategies that can be done are:

- a) Continue to cultivate hospitality, the spirit of togetherness and mutual cooperation.

Friendliness, the spirit of togetherness and mutual cooperation are very important values, even those values that have been the key to the success of Tourism Villages in Indonesia. These values are very helpful in the development of Kedung Gede Tourism Village.

- b) Capacity building of tourism village managers and communities involved in tourism services.

In dynamic tourism, tourism village managers and the communities involved need to continuously improve their abilities. This can be achieved through communication, cooperation with related agencies, and sharing knowledge and experience in the management of tourist villages and the exploration of local potential that has not been maximized as a tourist attraction in Kedung Gede Tourism Village.

- c) Improve accessibility to and from the Kedung Gede Tourism Village location, such as public transportation: trains, public buses, public transportation (angkot), and so on.

### 3. W-O STRATEGY

The W-O strategy is used to take advantage of opportunities that exist in Kedung Gede Tourism Village to overcome existing weaknesses. This strategy focuses on visitor comfort through the development of tourist facilities that meet standards, as well as optimal care and maintenance. In addition, it is important to develop competent human resources to provide direction, explanation and education to visitors. Some strategies that can be done are:

- a) Optimization of Tourism Facilities and Infrastructure.

Safe, comfortable, and enjoyable tourism infrastructure and services are major factors in tourist attraction. Although a tourist attraction has attractive advantages, if the facilities and infrastructure at the location are inadequate, it can affect the interest of tourist visits. Improving quality by changing facilities and infrastructure to be more integrated for the future.

- b) Building *networking* cooperation with various parties for the sustainable development of Kedung Gede Tourism Village.

- c) Tourism is like "selling" services to everyone. Traveler satisfaction is paramount. Innovation and creativity are important in providing tourism services. Village tourism managers cannot provide all facilities by themselves. Contributions from various parties are needed for the sustainable development of village tourism. Collaboration with the government and the private sector needs to be continuously built. Collaborative activities such as traditional art and culinary festivals need to be held. Improving adequate accessibility to the kedung gede tourism village site.

### 4. W-C STRATEGY

The W-C strategy is used to overcome the weaknesses of Kedung Gede Tourism Village and face post-pandemic challenges. The priority is to meet the needs of tourists according to tourist destination standards. The development of facilities that meet standards continues to be fought for through planned and implemented care, maintenance, repair and development programs. Some of these strategies:

- a) Develop a distinctive tourist icon that is different from other tourist villages in the Lenteng Agung area of South Jakarta.

The uniqueness of Kedung Gede Tourism Village's appeal is essential to distinguish it from other tourism villages. Since its inception, Kedung Gede Tourism Village has focused on developing iconic village tourism with a beautiful natural setting, and offers rafting and camping as the main attractions.

- b) Establish cooperation between the government, RT, RW and the surrounding community so that Kedung Gede tourist village can be recognized by the wider community.

Because if there is no cooperation with the local village and the local community, the kedung gede tourist village will not develop by itself, there must be support from the village and the surrounding community.

- c) To sensitize the surrounding community on the importance of their local tourist destination as it will be an economic driver for the surrounding community.

#### **4.3 The Impact of Kedung Gede Tourism Village Development Recovery Plan**

The impact of destination development in Kedung Gede Tourism Village are divided into five aspects in accordance with the theory proposed by [27] that is, economic, social, cultural, and environmental. In the economic aspect, the Kedung Gede Tourism Village community received assistance in the form of rubber boats from the Japanese environmental community, Nippon Zaidan, to support efforts to develop tourist destinations and can be used for sustainable tourism [28]. Regarding income support, some community members still consider that income from tourism activities is, even if only as additional income. The impacts have not only been felt by the local community.

In the social aspect, tourism destination development activities in Kedung Gede Tourism Village provide impacts such as the establishment of communication, solidarity, and the maintenance of friendship between community members and the community. Although it has not touched all the communities there. This also strengthens the nature of mutual reminders between them. In the division of roles. In addition, community members also include a variety of ages, ranging from children to adults.

In the cultural sphere, the benefits felt by the community are increased mutual respect for cultural diversity, higher tolerance, and openness. In addition, there is a cultural exchange where migrants and tourists can learn about Betawi culture, a distinctive local culture. Since the time Kedung Gede was inaugurated as a tourist village, people began to become more aware of Betawi culture, especially from the Pokdarwis community. The surrounding community also began to focus their attention on the growth and development of Betawi culture.

In the environmental aspect, the impacts felt by the community and local people are the good quality of the environment that supports their activities. In addition, awareness of environmental protection is still not very visible, but it has slowly begun to exist since Kedung Gede became a tourist village. There is less garbage around the banks of the Ciliwung river, which was very different before Kedung Gede became a tourist village. There are collaborations and environmentally conscious campaigns that are participated in by several communities and the surrounding community.

## **CONCLUSION**

Based on the results of the above research, it can be concluded that Kedung Gede Village has strategic tourism potential to be developed as a whole to become a river-based tourist attraction. The tourism potential of the Ciliwung river can be developed into a destination with a variety of water activities. Other tourism potential also needs to be developed, such as agro-tourism potential, agricultural tourism potential, and local community businesses or MSMEs.

From this study, a strategy is obtained in the development of tourism villages, especially in Kedung Gede Tourism Village, which is a pilot tourism village, in accordance with its potential and responsiveness in dealing with the current post-pandemic situation, such as 1) Periodically reviving local traditions to create attractive tourism attractions. 2) Increase the number of homestays and

improve their quality standards to become attractive and quality tourist attractions. 3) Building a unique tourism identity by developing a distinctive icon of Kedung Gede Tourism Village that is different from other tourism villages, 4) Building a network of cooperation with government and private agencies to get support in procuring and improving tourism support facilities and improving road accessibility to the tourism village.

The impacts of Kedung Gede Tourism Village development are felt from the economic aspect, the Kedung Gede Tourism Village community received assistance in the form of rubber boats from the Japanese environmental community, Nippon Zaidan, to support efforts to develop tourist destinations and can be used for sustainable use. Other benefits in terms of social aspects are the establishment of communication, solidarity, and the maintenance of friendship between community members and the community. From the cultural aspect, there is an increase in mutual respect for cultural diversity, higher tolerance, and openness. From the environmental aspect, the surrounding community began to realize the cleanliness of the environment and the garbage around the Kedung Gede Tourism Village.

## SUGGESTION

From the results of research findings on the study of the development of Kedung Gede Tourism Village after the pandemic, there are several recommendations that are conveyed as follows:

1. Further research is needed on the development of Kedung Gede Tourism Village, not only in the post-pandemic situation, but also other situations and conditions that cannot be predicted and are likely to occur in the future. So that it can prepare in all aspects, both in terms of human resources, facilities and infrastructure, institutions to policies, and be responsive to changes in existing situations or conditions. The discussion can be directed to determine preparations and policies regarding destination development, not only in Kedung Gede Tourism Village, but other tourism villages, especially tourism villages that are still categorized as pilot tourism villages in situations beyond control that can occur in the future.
2. The DKI Jakarta Government is expected to immediately formulate a legal basis and policy regarding pioneering tourism villages in DKI Jakarta, especially South Jakarta such as Kedung Gede Wista Village.
3. Kedung Gede Tourism Village managers need to coordinate with various parties for the development of the Tourism Village, including: 1) Government: Formulate a joint development and funding strategy. 2) DKI Jakarta Provincial Government: Receive guidance, training, and mentoring from the South Jakarta Tourism and Creative Economy Office, especially in the use of digital technology. 3) Private sector: Requesting support for CSR funds from banks and companies. 4) Sector collaboration: Establish mutually beneficial cooperation with other sectors for the sustainable development of Kedung Gede Tourism Village.
4. It is necessary to diversify tourist attractions so that they are not fixated on just one field.
5. The need to utilize digital technology to promote and brand Kedung Gede Tourism Village in order to increase the number of tourist visits and the surrounding economy. Given that it is in accordance with the current situation, namely post-pandemic. Where, now all kinds of activities utilize digital technology more. Not only social media, but also in terms of information centers that need to be built, which function to serve tourist needs for tourists.

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