

Ciliwung Care Community Management Policy (Mat Peci) in Sekolah Sungai Ciliwung Program, Srengseng Sawah, Jagakarsa

Dipa Teruna Awaloedin¹, Rizki Nurul Nugraha², Padri Achyarsyah³

¹ National University and dipateruna@civitas.unas.ac.id

² National University and rizki.nurul@civitas.unas.ac.id

³ National University and padri.achyarsyah@civitas.unas.ac.id

ABSTRACT

The Ciliwung River crosses various forms of human activity, from agriculture, fisheries, residential areas, plantations, and transportation to tourism industry activities. The Ciliwung River spans from upstream to downstream which has a lot of tourism potential, one of which is the Ciliwung River School (SSC) which is managed by the Ciliwung Concerned Community and the Environment (Mat Peci). Amid the changes that have hit Indonesia from Covid-19 to post-Covid-19, many policy changes have occurred in the tourism industry. In this study, the author tries to see how the Ciliwung River school area applies policies during a pandemic and after a pandemic. The method used in this study uses primary data taken directly from the Ciliwung River School while using a descriptive qualitative analysis approach, with data sources in the form of secondary data obtained from previous research and related agencies. The results of the study show that there is a Ciliwung River School program that has handling and management of policies that are well-owned during a pandemic and also after a pandemic, this is implemented to be able to continue in managing existing ecotourism along the Ciliwung river flow. can increase awareness and concern for teenagers, surrounding youth organizations also help protect the environment and learn how to manage it.

Keywords: Community-Based Tourism, Ciliwung River, Policy, Environment, Ecotourism

1. INTRODUCTION

A statement of the company's desired standards of behavior or applicable procedures. The management policy describes the actions of the community in Sekolah Sungai Ciliwung area giving the freedom to decide how best to run it. Communities must have a positive perception of the existence of the surrounding environment to provide positive implications. Meanwhile, if people have negative perceptions, the actions they will produce tend to damage or harm environmental sustainability [1]. This policy relates to special circumstances such as a damaged environment, inadequate facilities, large amounts of waste, and other matters. In general, this is documented in a broad set of guidelines, formed after going through an analysis of all internal and external factors that may affect the target results of management policies, Sekolah Sungai Ciliwung activities, and planning. Formed by managers, management policies in response to the current situation. Determine the planning and implementation of the strategy, directing and limiting the planning, decisions, and actions of the community in achieving the goal of Sekolah Sungai Ciliwung.

This study aims to examine the sustainable management policy program and the implementation of management policies on environmental, cultural, and economic aspects that have been made by Sekolah Sungai Ciliwung for the surrounding community. In previous studies, it was discussed about the use of Sekolah Sungai Ciliwung yard for fruit trees [2], development of tourist objects and attractions on Ciliwung River [3]. This research discusses management policies that play an important role in community-based tourism, environmental preservation, minimizing littering, and preserving existing culture. The implementation of this management policy is also important in determining the success of a policy both at the national and regional levels.

This research is useful to know the management policies that are applied. Management policies generally have concepts and principles that have become guidelines and the basis for a plan in the implementation, especially tourism activities. Planning greatly influences the subsequent management steps because planning contains what must be done in the process of organizing, implementing, and supervising. If the planning process does not run optimally, the subsequent processes will also be the same [4]. such as being able to help create clear and stable arrangements in a sector, especially in the tourism sector. Thus to create clear regulations as well as affect economic growth. Related to these conditions, this study raises the formulation of problems such as identifying management policies, how management policies are implemented, and the impact on management policies implemented by Sekolah Sungai Ciliwung manager. So for further studies, it can be seen in the discussion regarding management policies during a pandemic and post-pandemic at the current Sekolah Sungai Ciliwung tourist destination.

2. LITERATURE REVIEW

2.1 Policy

In the Big Indonesian Dictionary, policy is defined as a series of concepts and principles that form the outline and basis for a plan in carrying out a job, leadership, and ways of acting (regarding government, organization, etc.); statement of ideals, goals, principles and guidelines for management in an effort to achieve goals. Policy essentially consists of actions that are interrelated and patterned, aiming at certain goals carried out by government officials, and not decisions that stand alone. What is actually done by the government in certain fields, for example in trade regulations, controlling inflation, eradicating poverty, eradicating corruption, etc [5].

2.2 Community Based Tourism

The concept of Community Based Tourism is a concept that plays a role in equitable distribution of benefits besides reducing the negative impacts of tourism activities. Community-based tourism as a participatory approach involves and positions the community as the main influential actor in the context of the sustainable development paradigm. Community-based tourism is an opportunity to mobilize the potential and local wisdom of the community to expand local strengths and take advantage of tourism activities in a destination [6].

Community-Based Tourism (CBT) is a concept of developing tourism destination areas that involve the community/community directly or indirectly in tourism activities. Tourism development with the concept of community-based tourism can have a positive impact on the community around the Tourism Destination Area (DTW) because the tourism is managed by the community so that the benefits can be felt economically and locally [7].

2.3 Tourism Destination Planning and Development

Planning is the process of a collection of policies and how we implement them. In developing tourism destinations, planning is a factor that needs to be carried out and considered. Planning is the first activity that must be carried out so that the development process is more focused and by the development targets to be achieved. Long-term planning of tourism destinations in a destination is very important and destination management must take a role in leading and coordinating and ensuring that the planning process runs

successfully. One of the main conditions for a successful plan is that all stakeholders are involved and have a sense of shared ownership [8].

In simple terms, sustainable tourism development can be integrated into three main targets of achievement, namely (1) Quality of environmental resources (natural and cultural), where tourism development must maintain the integrity of existing natural and cultural resources, and pay attention to the carrying capacity of the area whether it is still capable of accept/tolerate tourism development (2) Quality of life of the local community (socio-economic), where tourism development must be able to have a positive impact (benefit) on the socio-economic of the local community, such as increasing employment opportunities or even making it an economically independent society (3) The quality of the tourist experience (tourists), where tourism development must be sensitive to the level of tourist satisfaction, to make the tour a valuable experience [9]. Development and improvement in the tourism industry is encouraged to become one of the sectors that provide large capital in economic development, development of tourist destinations, and increasing people's welfare [10].

2.4 Environment

An environment is a spatial unit with all objects, power, circumstances, and living things, including humans and their behavior, which affect nature itself, the continuity of life, and the welfare of humans and other living things [11]. The environment that is happening today, both in the global and national scope, is largely sourced from human behavior. Cases of pollution and damage, such as seas, forests, atmosphere, water, land, and so on, are rooted in irresponsible human behavior, not caring about the surrounding environment and only caring for themselves. The environment is not just a technical matter, but the practice needs to be based on ethics and morality to deal with it [12].

2.5 Ecotourism

Ecotourism is a tourist trip to a natural and artificial natural and cultural tourist spot that is normative and participatory to preserve nature and socio-culture. Ecotourism focuses on three main things, namely: natural or ecological sustainability, providing economic benefits, and being psychologically acceptable in the social life of society. Thus, ecotourism activities directly provide a way for everyone to know, see, and enjoy the natural, intellectual, and cultural experiences of local communities [13]. According to the Regulation of the Minister of Home Affairs No. 33 of 2009 concerning Guidelines for the Development of Ecotourism, ecotourism is a natural tourism activity in a responsible area by taking into account the elements of education, understanding, and support for natural resource conservation efforts, as well as increasing the income of local communities.

3. METHODS

Data Analysis Technique

This study uses Strength data analysis techniques. Weakness, Opportunity, Challenge (SWOC). SWOC is a form of situational analysis by systematically identifies several factors on the strengths and weaknesses of an organization and opportunities and challenges from the environment to formulate organizational strategy. These four factors are identified to determine the steps taken by the organization so that the achievement of goals becomes optimal [14]. The management policies made by the Ciliwung River School (SSC) include 1. environmental approach,

2. educational approach, and 3. empowerment approach which will be discussed further in this article.

Research Sites

This research was conducted at the Ciliwung River School which is located at Jalan Arus No. 99, Stengseng Sawah Village, Jagakarsa District, South Jakarta, Depok, Indonesia. This type of research is qualitative research which is not determined in detail until the researcher has an in-depth understanding of the object under study. There are limitations of time, cost, and manpower as well as various considerations in which this research can be ended and a report made if the data is by the design.

Research data

The data used in this study used primary data collected directly from the field or research location by direct interviews with the Ciliwung River school administrator, as well as documentation using a camera to visually collect data in the Ciliwung River school area. In-depth discussions were held with the managers of the Ciliwung River School and a number of local communities regarding the policies applied to the Ciliwung River School as ecotourism on the banks of the Ciliwung River.

Types of Research and Sources of Data

The method used in this study uses a qualitative descriptive method. In this study qualitative methods according to the book [15] is the collection of data in a natural setting with the intention of interpreting the phenomenon that occurs where the researcher is the key instrument, sampling of data sources is done purposively and systematically with combined triangulation (observation, documentation, literature study and interview techniques with informants).

4. RESULTS AND DISCUSSION

With the existence of a policy, it will have a significant impact Sekolah Sungai Ciliwung is one of the programs formed by the Ciliwung caring community, which is abbreviated or better known as MAT PECEI. MAT PECEI is a community of people formed in early 2006. Sekolah Sungai Ciliwung I is located at Arus road No. 99, Srengseng Sawah Village, Jagakarsa District, South Jakarta. Sekolah Sungai Ciliwung has its main activity, namely walking along the Ciliwung River, this can be felt by visiting tourists. In addition, tourists will also receive education on nature conservation, especially rivers. In 2016 Sekolah Sungai Ciliwung began to be brought in by PLN Care UID Jakarta Raya for assistance and equipment assistance was provided to support activities. During its development in the post-pandemic period, Sekolah Sungai Ciliwung still existed, even though during the pandemic, the entire tourism sector declined. Sekolah Sungai Ciliwung implemented almost the same marketing policy during the pandemic and post-pandemic which prioritized social media and also relationships related to the natural community and others.

The second Program is an educational approach. The community environment that is not maintained produces a lot of waste such as in waterways and front of the house. Therefore education was created where Sekolah Sungai Ciliwung provided education and learning to the community on how to be able to present a better environment than before for a long period, how to make people aware of their respective environment. According to [16] educational tourism is very important at this time, both from schools and visitors personally who come will feel the curiosity to try things that of course have never been done. Sekolah Sungai Ciliwung also provides education related to the Hydrological Cycle, the zones in the Ciliwung River, the upper reaches of the river, and the surrounding environment. With that, people begin to understand to start planting trees, reducing waste, cleaning up rivers, cleaning up the environment, and maintaining a clean, safe, and healthy lifestyle.

Third Program, empowerment approach. This program shows how communities can be empowered. Such as organic and non-organic that can be recycled. Organic waste that can be used as compost, eco-enzymes, liquid fertilizer, and others. Non-organic waste that can be resold by recycling. Sekolah Sungai Ciliwung has also formed a waste bank so that the waste in the river and

the environment can be minimized. Trash that has been recycled by the community can be traded which will generate results for themselves. Then teenagers who are trained to handle disasters, use and control boats.

Implementation of Sekolah Sungai Ciliwung Management Policy

Sekolah Sungai Ciliwung also made a Ciliwung Eco-Edutourism program, from which all potential is integrated into an environmentally sound tour. In this program, the community or visitors are allowed to ride boats, be given education, plant trees in areas that are already arid, and other knowledge. In providing education, Sekolah Sungai Ciliwung also has an information board and a schedule for what will be done in the future. According to [17] the development of an educational tourism model can be carried out by improving public facilities in educational tours such as well-maintained information boards, so that the public and visiting tourists can see well the information presented. The trees planted are also productive trees such as fruit trees. Besides that, many flora and fauna have come back to life and grown so that in the end the Ciliwung Area has become a place for visits which in turn has spurred the economic growth of the surrounding community. The community is also involved in activities if there are certain events such as making culinary products, recycled products, or handicraft products. Then the teenagers are used as tour guides to cross the river and become mentors for river schools.

Basically, The ecology of the Ciliwung River area has been maintained because the existing trash has been cleaned up and many trees and other plants have been planted. The main objective of Sekolah Sungai Ciliwung is for the surrounding community to have independence from their environment so that they will later receive economic value, ecological value, education, and knowledge. So if there are activities that require individual labor, the community is expected to be involved and participate.

Impact on Sekolah Sungai Ciliwung Policy

The impact of the Covid-19 pandemic is that many staff have stopped, so marketing itself is not active anymore. Before the pandemic, activities initially ran under normal conditions and were quite stable starting from visits to kindergarten activities to university activities. Then there were visits from adults, such as government activities (government), private employees (family gatherings), ministerial institutions, to national institutions. With the existence of Eco-Edutourism activities, the community can already generate income so that their independence is visible.

Things planned to start from 2006 - 2014 social planner, 2014 - 2019 semi-pro plan, namely social planner to business planner, then in 2019 what has been planned for a full business planner. Sekolah Sungai Ciliwung trains millennials starting from digital marketing, finance, becoming an event organizer for an activity, as well as being a reliable cadre to train visiting participants. After many things have been done, the pandemic has become an obstacle for Sekolah Sungai Ciliwung to carry out everything that has been planned because activities have also been limited. However, as time went on, Sekolah Sungai Ciliwung became a red zone during the pandemic where there were no activities at all, and in the end, it stopped completely. At the time of total stoppage, there was no income for Sekolah Sungai Ciliwung, only expenses.

Following the policy, Sekolah Sungai Ciliwung finally made existing activities virtual. Activities continue but without face-to-face (online). However, because several individuals have to do research in the field directly, Sekolah Sungai Ciliwung places a limit on no more than 50 (fifty) people. This policy was eventually carried out until the pandemic began to subside and tried to operate again. Getting the wheels of organization and activities back into motion is not as easy as it was before the pandemic. Currently, many individuals are used to doing virtually anything without having to leave the house, so their adaptation has changed again.

Currently, Sekolah Sungai Ciliwung is trying to move again and coordinate it with ministry agencies. The beginning of the Ciliwung caring movement was not at Sekolah Sungai Ciliwung but

at the Cawang area. For now, from upstream to downstream, several communities have been formed, so coaching that involves the target has been achieved. The target every 5 years is one of them:

- a) 2006 – 2009 Initial location improvement target.
- b) 2009 – 2014 formation of Ciliwung in sub-districts and throughout DKI Jakarta.
- c) 2014 – 2019 upstream to downstream.
- d) 2019 – 2024 national and go international development.

Sekolah Sungai Ciliwung is divided into 3 zones, namely Zone 1 River School, Zone 2 Green Camp, then Zone 3 Ecoriparian. The concept used by Sekolah Sungai Ciliwung is the Penta Helix Concept in which some people guarantee a place to move, how these people must participate. Then the Government, in this case, issues regulations on any problems in the environment that have their regulations. Furthermore, namely the business world such as the State Electricity Company (PLN), Bank Danamon, Pertamina, Aneka Tambang, PT PAM Lyonnaise Jaya, Holcim, and Indonesia Tower, these companies have to date cooperated for the Ciliwung area. Currently, Sekolah Sungai Ciliwung is rebuilding communication relations with various academics. After many activities carried out, many achievements were said to have succeeded in attracting the government, private companies, as well as investors. Then almost all National television media covered the activities carried out by Sekolah Sungai Ciliwung.

The current condition of Ciliwung cannot be said as a tourist location. Judging to the Ministry of Tourism and Creative Economy (Kemenparekraf), Sekolah Sungai Ciliwung cannot be said to be a tourist location because of difficult accessibility even though it has attractions, objects, or attractions that can be used as tourist attractions. So that Sekolah Sungai Ciliwung cannot create a tourism area as desired. But with these obstacles, Sekolah Sungai Ciliwung remains committed to continuing to operate because maybe in the future it can be used as an alternative transportation. In the post-pandemic era, Sekolah Sungai Ciliwung was short of personnel or staff as a result of the pandemic. This made the manager try to recruit several individuals to keep the activities going. The individuals who were recruited were also some students who were doing activities for a long time. Sekolah Sungai Ciliwung is also coordinating with several partners who wish to fund activities. Several Governments are participating in funding the activities to be carried out. There have been several major activities carried out by Sekolah Sungai Ciliwung, such as World Day, National Waste Awareness Day, and Disaster Preparedness Day from the National Disaster Management Agency. The event's activities included holding talk shows, planting trees, spreading fish seeds into rivers, as well as discussions on the issue of plastic pollution.

CONCLUSION

Based on the results of the research that has been done, the authors conclude that Sekolah Sungai Ciliwung has a management policy program that has been implemented before the pandemic until now. These management policy programs include an environmental approach program for the community, an environmental education approach program for educational tourism, and an empowerment approach program to minimize and recycle existing waste. To implement this management policy, Sekolah Sungai Ciliwung provides outreach and education to the public and tourists who come to visit regarding environmental sustainability to create public awareness of the environment and ecology of the Ciliwung River. The impact of the management policies implemented at Sekolah Sungai Ciliwung provides positive value for the community and visiting tourists, as well as implementing regulations during a pandemic by carrying out virtual activities so that they can provide learning about the environment on the banks of the Ciliwung river. However, the Ministry of Tourism and Creative Economy (Kemenparekraf) said that Sekolah Sungai Ciliwung cannot be said to be a tourist destination location because there are constraints on inadequate

accessibility. It cannot be denied that Sekolah Sungai Ciliwung can be said to be a tourist destination if the surrounding community has awareness of the potential for a tourist attraction that can be developed.

SUGGESTION

To support Sekolah Sungai Ciliwung, the input that can be given is that it is hoped that managers can adapt and embrace the surrounding community to maintain and preserve the cleanliness of the environment on the riverbanks, especially on Ciliwung River, so that the surrounding community knows the policies implemented based on efforts to protect the environment in the banks of the Ciliwung river. In making and analyzing management policies for the development of appropriate tourist destinations, various approaches can be used, such as community, environmental, socio-cultural, and economic values approaches. The input that can be given regarding this research is expected for future researchers to be able to carry out further research on the sustainability of environmental preservation as a development of tourist attractions at Sekolah Sungai Ciliwung.

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BIOGRAPHIES OF AUTHORS

Dipa Teruna Awaloedin, Graduate from Doktor Ilmu Akuntansi, Hasanuddin University Indonesia, Lecture at National University Jakarta, member of IAI, dipateruna@civitas.unas.ac.id
ORCID: 0000000161747659 id Scopus: 57782579100 id Sinta: 260124

Rizki Nurul Nugraha, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at National University Jakarta. As a tourism consultant specialist for Tourism Planning and Development. Email: rizki.nurul@civitas.unas.ac.id, ORCID: 0009000734368750

Padri Achyarsyah, Graduate from Accounting Doctoral Program Padjadjaran University in 2016. As management consultant for Business Valuation. Email: padri.achyarsyah@civitas.unas.ac.id