

# Analysis of Tourism Attraction Potential in Ciliwung Muara Bersama as Ecotourism Destination in Jakarta

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## ABSTRACT

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This study examines the potential of tourist attractions in Ciliwung Muara Bersama as an ecotourism destination in Jakarta. This location provides natural beauty and preserved Betawi cultural elements, which constitute potential for development into an attractive and sustainable ecotourism destination. However, the potential inherent in Muara Ciliwung has not been developed into ecotourism attractions to help preserve the environment and contribute to the well-being of the local community. The research method involves collecting primary and secondary data through observation and interviews. Secondary data is obtained from relevant literature studies. A qualitative descriptive approach is used to analyze the data. The research findings indicate that Ciliwung Muara Bersama has attractive tourism potential, including pristine natural beauty, the flow of the Ciliwung River, and Betawi culture. Development efforts with ecotourism principles are necessary to optimize this potential, which includes increasing active community involvement, environmental conservation, and improving supporting facilities as key factors for the success of ecotourism development. This research emphasizes that the development of Ciliwung Muara Bersama as an ecotourism destination requires a holistic approach that considers environmental, cultural, and economic aspects. By addressing the existing challenges, the potential of this destination can be optimally realized, providing benefits for the environment, local communities, and visiting tourists.

*Keywords: Potential, Tourism Attractions, Ecotourism, Ciliwung River, Ciliwung Muara Bersama*

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## 1. INTRODUCTION

At present, an increasing number of tourists are interested in Ecotourism, which is related to tourists' perception that traveling is not only for entertainment purposes but also as a way to expand knowledge and gain new experiences [1]. Ecotourism is also flourishing in areas with potential tourist attractions, including natural resources, cultural aspects, and education [2]. Developing ecotourism-based tourist attractions is a form of sustainable tourism development to gain economic, social, and ecological benefits [3].

Amid the density of the capital city of Jakarta, there is an area that boasts natural beauty and remains pristine, one of which is located along the banks of the Ciliwung River called "Ciliwung Muara Bersama." Situated in Tanjung Barat, South Jakarta, Ciliwung Muara Bersama is a region still managed by a community named Ciliwung Muara Bersama. This place is a result of the attention and concern of the local community towards the environment near the settlements of the residents. Ciliwung Muara Bersama holds potential tourist attractions in the form of vast land with various types of plants, along with lush bamboo trees that create a serene atmosphere. Besides its natural allure, the place also has cultural appeal as it retains the Betawi culture, which is still quite strong.

The tourism potential in Ciliwung Muara Bersama must consider sustainable aspects in the long term; hence, ecotourism can be an alternative solution for managing sustainable tourism potential because ecotourism is a concept in the development and organization of tourism activities that focus on utilizing the environment for protection purposes, involving active community participation to prevent harmful impacts such as environmental degradation, natural ecosystem

destruction, loss of biodiversity, local cultural damage, and social conflicts between local residents and the tourism industry [4].

Despite the abundant tourism potential as an ecotourism destination in Ciliwung Muara Bersama, its utilization has not been optimized. Effective management of this potential is required to generate significant positive impacts on the local economy and welfare [5]. Currently, the area is only used for plant cultivation, and there is no implementation of an entrance ticket system to access the tourist site. Visitors can access this location for free after obtaining permission from the management. The tourist attractions in Ciliwung Muara Bersama have the potential to be developed into an ecotourism destination, especially since ecotourism development shows promising trends with increasing interest from tourists [1]. Moreover, ecotourism-based development is expected to produce tourism products that not only provide educational value but also have a positive impact on the environment [2].

Referring to previous research titled "Development of Objects and Tourist Attractions of Ciliwung River Based on Ecotourism," it is explained in the study that potential tourist attractions can support the development of tourism destinations in an area. Therefore, it is important to explore the tourism potential of the Ciliwung River located in Srengseng Sawah Village, in order to understand its condition well and consider it as a basis for developing tourism potential [6]. In relevant research, the local community in the Ciliwung River area plays a vital role in realizing the sustainability of the area, as seen in its preserved natural beauty due to various types of planting [7]. This research is useful in understanding how the existence of a local community can provide significant benefits for environmental sustainability and help increase local community participation.

Based on the above explanations, the formulation of the problem is what are the potential tourist attractions in Ciliwung Muara Bersama as an ecotourism destination in Jakarta, why is the development of tourist attractions with ecotourism principles in Ciliwung Muara Bersama necessary, and what efforts are needed to optimize the potential tourist attractions in Ciliwung Muara Bersama with ecotourism principles. Based on these problems, the researcher conducted a study titled "Analysis of Tourism Potential in Ciliwung Muara Bersama as an Ecotourism Destination in Jakarta" to address these issues.

## 2. LITERATURE REVIEW

### 2.1 *Tourist Destination*

Tourist destinations are geographical locations situated within one or more administrative regions that encompass information about tourist spots, public facilities, tourism amenities, accessibility, and individuals interacting within them as defined in the Republic of Indonesia Law Number 10 of 2009 concerning Tourism [8]. The perception of a region's attractiveness as a tourist destination often arises from market demand, which deems the area to have appealing potential for visitation. This potential can stem from various factors, such as natural conditions, cultural diversity, or the availability of facilities, collectively making the area attractive to those wishing to visit. Therefore, preserving cultural heritage, local wisdom, and environmental sustainability plays an important role in destination development [9].

Cooper [10] explains that to fulfill all aspects of needs and services in the tourism industry, a destination must be enriched by four crucial elements, known as the "4A" in tourism, namely:

1. "Attraction," which is the main attraction capable of captivating and attracting tourist visits. This attraction can be mountains, hills, man-made attractions, or natural beauty.
2. "Accessibility," which encompasses all facilities that provide convenience to tourists to reach a destination or specific goal. These facilities include directional signage, accommodations, and available transportation.
3. "Amenities" become the next element, which includes a series of facilities that can meet tourists' needs. These facilities can be stalls, mosques, or health clinics, aimed at providing comfort and additional services to visitors.
4. "Ancillary Service" refers to the presence of organizations responsible for facilitating the development of the tourism sector. Examples include tourism awareness groups or community-based tourism organizations, as well as village apparatuses that play a role in supporting sustainable tourism sector growth.

## 2.2 *Tourism Potential*

Tourism potential according to the concept of Pitana [11] includes the ability of an area to be developed into an attractive tourist destination, thus capable of attracting tourist visits to the region. However, often this potential has not been optimally utilized and requires better management efforts. Tourism potential not only encompasses the diversity of natural resources such as biodiversity but also involves human cultural wealth that can be expanded to support tourism development [11]. In this context, it is explained that the attraction of tourism is not only based on natural beauty alone but also on the cultural heritage of humanity which, if wisely utilized, can generate significant potential to provide benefits in environmental, economic, and social aspects, while still preserving the environment and local wisdom.

Within a tourism potential, there are tourist attractions that are the most important elements in the development of tourism potential. Compared to other components that form tourism products, tourist attractions act as the main attraction factor that influences tourists' decisions to visit a tourist destination [12]. Tourist attractions can be the main drivers for tourists to visit a place, or in other words, everything that makes tourists interested in visiting a specific area [12].

Attraction or Atraksi includes everything found in an area or object that has the potential to attract tourist interest and be the reason for them to visit the area (Hasan, in . Nuraeni (in Susianto et al., 2022) states that there are several indicators to measure the attractiveness of tourism, including:

1. The presence of attractive elements that can captivate tourists' attention, such as natural beauty, cultural aspects, art, history, or other special features that become the identity of tourist objects.

2. The availability of supporting facilities for tourism attractions, such as homestays, restaurants, parking areas, and other facilities that enhance tourists' comfort.
3. The availability of supporting infrastructure for tourist objects.
4. The availability of transportation connecting one destination to another.
5. Friendly attitude towards tourists who come to visit.

### 2.3 Ecotourism

Ecotourism refers to travel to natural areas with the aim of conserving or protecting the environment and providing livelihoods to local residents, as explained by TIES or The International Ecotourism Society (2019). Fandeli [13] explains that ecotourism is a concept of tourism development that considers the balance between environmental sustainability and economic aspects, known as the concept of ecotourism and special interest tourism. This concept is based on responsible utilization of natural resources, environmental conservation, appreciation of local social and cultural values, and efforts to improve the well-being of local communities [14].

Ecotourism is a combination of various elements that arise from concerns about environmental, economic, and social issues. The main objective of ecotourism activities is to reduce negative impacts, increase awareness of the environment and culture, provide positive experiences for tourists and hosts, and provide benefits and empowerment to local communities [15]. In the development of ecotourism, there are three basic principles that need to be emphasized, as expressed by Samsuharjo, Margono, and Purbokusumo [15]:

1. The conservation principle emphasizes that ecotourism development must have the ability to preserve, protect, and contribute to the improvement of natural resources.
2. The community participation principle emphasizes that development should be based on consultations with local communities, as well as being sensitive to and respectful of the social and cultural values and diversity of traditions practiced by communities around the area.
3. The economic principle emphasizes that ecotourism development must be able to provide benefits to local communities and drive economic development to achieve balanced development.

The Principles of Ecotourism, as outlined in the Ecotourism Implementation Guidebook by the Ministry of Culture and Tourism of the Republic of Indonesia, are explained as follows:

1. Providing experiences and education to tourists with the aim of increasing understanding and appreciation of the tourist destination areas they visit. This education is conveyed through an understanding of the importance of environmental conservation, while experiences are gained through creative tourism activities, accompanied by optimal services.
2. Reducing negative impacts that can damage the environmental and cultural characteristics of the visited areas.

3. Involving the community in management and implementation.
4. Bringing economic benefits primarily to local communities, so ecotourism activities must be profitable.
5. Being sustainable and enduring in the long term.

### 3. METHODS

This research was conducted in the Ciliwung Muara Bersama River located in the Jagakarsa District. The data sources involved both primary and secondary data. Primary data were obtained through observation and interviews. The interviews were directed toward participants who were considered to have deep knowledge about the development and management processes of the Ciliwung Muara Bersama River.

The interview process was conducted openly, with the chairperson of the Ciliwung Muara Bersama community, where the interviewees were aware that they were being interviewed and understood the purpose of the interview. In addition, secondary data were obtained from literature studies including books, journals, and internet sources relevant to the research topic. This study adopted a descriptive approach with a qualitative method. The data analysis technique applied was the Qualitative Descriptive Analysis Technique, which includes steps of data collection, analysis, interpretation, and drawing conclusions based on the results of the data analysis [16], as outlined in the study.

### 4. RESULTS AND DISCUSSION

Understanding the potential tourism attraction in this research can detail the factors that can be explained in deeper analysis to understand how to optimize ecotourism development in Ciliwung Muara Bersama by utilizing these attraction elements.

#### 4.1 Tourism Attraction Potential in Ciliwung Muara Bersama

Ciliwung Muara Bersama has tourism attraction potential that can be analyzed by identifying the main attraction elements. The following is a description of tourism attraction potential that can be developed in Ciliwung Muara Bersama:

1. Attraction

- a) Natural Attractions

The main attraction lies in the natural beauty of Ciliwung Muara Bersama. The Ciliwung River that flows through this area creates an attractive landscape, with its flow, fresh air, and various types of flourishing plants creating a green scenery and serene atmosphere. Its natural attraction potential can be enriched with plant diversity, with several vegetation types existing around the river.

Visitors can explore and observe the unique ecosystem diversity in Ciliwung Muara Bersama. This can be utilized as an educational tool through interpretation for visitors and direct observation to enhance a more memorable experience for them. Not only visitors, but local residents can also be educated about environmental preservation to contribute to preservation activities or become interpreters for visitors.

2. Accessibility

Ciliwung Muara Bersama is relatively close to Jakarta city center. This accessibility opens the door for local and international tourists to enjoy the natural beauty and Betawi culture in this area. However, when approaching the Ciliwung

Muara Bersama area, one must pass through densely populated residential areas and, upon entering the Ciliwung Muara Bersama area, navigate narrow alleys with a 30-meter distance only passable by motor vehicles, meaning visitors with four-wheeled vehicles must park on the roadside and continue on foot for about 100 meters.

3. Facilities

a) Spacious Land

The expansive land owned by Ciliwung Muara Bersama can be developed into an attractive camping area. Camping facilities will be provided by the management. With its proximity to Jakarta city center, tourists can experience a new camping experience with the river ecosystem of Ciliwung in a serene atmosphere, creating a unique experience for leisure seekers.

b) Betawi Cultural Preservation

Besides natural attractions, the preservation of Betawi culture adds value to the tourism experience. The presence of facilities reflecting local culture, such as stalls and cultural activities, can enhance the destination's appeal. Along the way to the Ciliwung Muara Bersama area, there are several shops selling Betawi souvenirs and several stalls selling Betawi snacks and cakes.

c) Public Facilities

There are several comprehensive facilities in the Ciliwung Muara Bersama area. Starting from the availability of waste bins divided into three types to separate organic and inorganic waste. Next, there are huts with Betawi cultural building designs and interiors equipped with ceiling fans, tables, and benches intended as gathering places, activities, or relaxation spots. Then there are also two toilets equipped with clean water. In addition, there are also meeting point signs. Lastly, there is a pier.

4. Additional Services

a) Community Participation

The management of Ciliwung Muara Bersama by the local community called Ciliwung Muara Bersama is a form of active community participation in preserving the natural environment located in the local community settlements. The Ciliwung Muara Bersama community was formed with the basic goal of love for the environment and the desire to preserve it. This creates a more sustainable atmosphere because of the involvement of the local community in managing and caring for the environment with tourism attraction potential that can be developed into an ecotourism destination in Jakarta.

b) Local Economic Improvement

If the development of tourism attraction potential is further enhanced and aligned with ecotourism principles that prioritize the distribution of benefits to the environment and the community by involving the community in sustainable economic activities. For example, the development of local products, handicrafts, opening culinary businesses or catering can become alternative sources of economic income for the local community. Thus, the welfare of the community in the Ciliwung Muara Bersama area will also increase.

#### 4.2 Optimizing Tourism Attraction Potential with Ecotourism Principles

The development of tourism attractions with ecotourism principles in Ciliwung Muara Bersama is important to be applied to maintain the balance between nature and culture preservation, as well as expected to enhance the welfare of the surrounding

communities. This is in line with the concept of ecotourism, which aims to optimize the benefits of natural and cultural resources, including efforts to preserve them to become a sustainable source of income. Involving ecotourism principles in the development of this destination will help minimize negative impacts, such as environmental and cultural damage in the Ciliwung Muara Bersama area, and maximize benefits for the environment and communities around the area.

In the development of tourism attraction potential in Ciliwung Muara Bersama to become an ecotourism destination, there are three basic principles that need to be emphasized, as expressed by Samsuharjo, Margono, and Purbokusumo (in Hanum et al, 2021):

1. Conservation

The main attraction in Ciliwung Muara Bersama lies in its natural beauty. Therefore, there is a need for management focused on nature conservation, by identifying the existing biodiversity and preserving the natural environment conditions around the Ciliwung Muara Bersama river. The application of conservation principles in the context of ecotourism destination development is crucial to reduce negative impacts, such as environmental and local cultural pollution that often occurs due to uncontrolled tourism activities. The application of conservation principles in the development of ecotourism in Ciliwung Muara Bersama must emphasize the use of natural resources and local cultural heritage as prioritized tourist attractions for preservation, and be carried out with sustainability principles.

Visitors coming to Ciliwung Muara Bersama enjoy more than just exploring the unique ecosystem diversity; they are also engaged in the process of educating about nature and cultural conservation. This area provides opportunities for visitors to make direct observations and receive interpretations about interesting information about the area, including the Ciliwung River, its ecosystem, biodiversity, and unique local culture.

Through this experience, visitors are not only given an understanding of the importance of environmental preservation but also gain memorable experiences. This education also indirectly involves the surrounding population in environmental preservation efforts, as they can act as interpreters for visitors. Thus, education in Ciliwung Muara Bersama not only benefits tourist awareness but also encourages active participation in conservation activities, strengthens the relationship between local communities and visitors, and enhances appreciation for natural and cultural diversity.

In addition to increasing tourist awareness of the importance of conservation for sustainable environmental preservation, visitors can also be encouraged to contribute financially to support conservation efforts. In the context of ecotourism development in the Ciliwung Muara Bersama area, this can provide direct financial contributions to support conservation, which has several related impacts. Firstly, the Ciliwung Muara Bersama area is an ecotourism destination with rich and beautiful natural potential. Thus, management focused on environmental preservation is very important to maintain the beauty and sustainability of the environment.

One way to support environmental preservation is through direct financial contributions from tourists. This contribution can be in the form of additional fees imposed on entrance tickets or other tourism services, which are then allocated to conservation programs, environmental restoration, or local community

development. In addition, financial contributions from tourists can also be used to support environmental education and awareness efforts in the Ciliwung Muara Bersama area. The funds collected can be allocated to the construction of information centers or outreach programs or education about the importance of environmental conservation for tourists and local communities.

With direct financial contributions from tourists, ecotourism destination managers in the Ciliwung Muara Bersama area can strengthen conservation programs and ensure that natural and local cultural resources remain preserved for enjoyment by future generations. This also helps ensure that tourism activities provide sustainable benefits to the environment, local communities, and the overall regional economy.

## 2. Community Participation

The principle of community participation is crucial for achieving sustainable success. The principle of community participation refers to the active and sustainable involvement of local residents in the planning, decision-making, implementation, and evaluation of ecotourism activities. Involvement of local communities is key to ensuring that ecotourism development in Ciliwung Muara Bersama progresses, of course, by considering their needs, interests, and aspirations. Involving communities in the decision-making process allows them to express views, local knowledge, and concerns about ecotourism development and the benefits they can receive.

The principle of community participation can be implemented through various means, such as forming collaborative working groups between the government, tourism managers, NGOs, and representatives of local communities to design sustainable ecotourism management plans. The name of this destination is taken from a local community named Ciliwung Muara Bersama, formed out of love for the environment and aims to preserve the environment. However, training and education programs to enhance the skills and capacities of communities in natural resource management, tourism promotion, and sustainable local economic development still need to be carried out. Not only to increase the understanding and appreciation of communities for the importance of environmental and cultural conservation, but local communities are also encouraged to be the main actors in managing tourist attraction objects in Ciliwung Muara Bersama to become an ecotourism destination in Jakarta.

Thus, the principle of community participation is not only an important aspect in the development of sustainable ecotourism but also a foundation for building strong partnerships among all stakeholders involved in the management and preservation of the Ciliwung Muara Bersama area.

## 3. Sustainable Economy

A sustainable economy is a crucial aspect of the development of ecotourism in Ciliwung Muara Bersama. One strategy to achieve a sustainable economy is by providing financial distribution to local communities through the development of tourism products that highlight local values. Initially, this can be done by identifying natural resources that can be utilized and processed into products with market value and reflecting unique characteristics. These products can range from souvenirs to local cultural foods offered to tourists. This not only helps increase the income of local communities but also promotes the preservation of unique cultural traditions.

The development of ecotourism also opens up opportunities for alternative income for local communities, which may have previously relied on specific



economic sectors. With tourist visits in the development of ecotourism in Ciliwung Muara Bersama, it is hoped to help improve the standard of living and welfare of local communities. This can be achieved through the creation of new jobs related to the tourism sector, such as tour guides, destination managers, traders, catering services, or producers of related goods and services. With ecotourism, they have the opportunity to develop sustainable businesses that are in line with environmental needs.

The development of ecotourism in Ciliwung Muara Bersama is expected to empower local communities economically without damaging the natural and cultural environment. This means ensuring that economic growth is not only temporary but also sustainable in the long term.

The application of ecotourism principles in the development of tourism attraction potential in Ciliwung Muara Bersama aims to reduce the negative impacts of tourism. By implementing environmentally friendly and sustainable practices, such as proper waste management, ecotourism helps improve the sustainability of natural ecosystems. There is a need for management focused on nature conservation, maintaining the natural environmental conditions around the Ciliwung Muara Bersama river.

Environmental education for local communities and tourists can be integrated, providing a deeper understanding of the importance of preserving nature's beauty. Thus, both locals and tourists can contribute to preserving nature and the environment in Ciliwung Muara Bersama. Active participation of the local community in destination management is crucial, including in decisions regarding environmental management and local economic empowerment. Efforts should be made to develop sustainable local economic initiatives, such as local products, handicrafts, or culinary business development, to provide sustainable economic benefits to the local community. Local communities can develop local products, produce handicrafts, open culinary businesses, or catering to create alternative sources of economic income. This aims to improve the level of welfare in the Ciliwung Muara Bersama region.

The aspects of implementing ecotourism principles in Ciliwung Muara Bersama are key to maintaining a balance between sustainable tourism development, environmental preservation, and the welfare of local communities.

## CONCLUSION

Ciliwung Muara Bersama holds great potential as an ecotourism destination in Jakarta, marked by its natural beauty, the flow of the Ciliwung River, and the cultural diversity of the Betawi people. However, optimal development requires the implementation of ecotourism principles, involving community activities, environmental preservation, and the enhancement of supporting facilities. Meanwhile, improving infrastructure and supporting facilities are needed to meet ecotourism standards such as parking areas and increased accessibility. Efforts to optimize tourism facilities and enhance security are expected to contribute positively to visitor experiences. In the context of ecotourism development, Ciliwung Muara Bersama has significant potential to provide economic benefits to local communities. However, economic sustainability must align with conservation efforts and sustainable development.

In conclusion, the development of Ciliwung Muara Bersama as an ecotourism destination requires a holistic approach that considers environmental, cultural, and economic aspects. With careful planning, the potential of this destination can be optimally realized, benefiting both the environment, local communities, and visiting tourists.

## SUGGESTION

To achieve success in the development of Ciliwung Muara Bersama as an ecotourism destination depends on certain factors. Firstly, significant efforts are needed to preserve the environment, especially considering its location amidst the urban complexity of Jakarta. Sustainable conservation of nature is key to maintaining the sustainable natural allure of Ciliwung Muara Bersama. The involvement of the local community is also a determining factor in the development of ecotourism. Their active participation not only supports conservation but also enriches tourists' experiences with local wisdom and Betawi culture. Other factors to consider are outlined as follows:

1. Enhanced Facilities and Government Support
  - a) Encourage the government to allocate funds and resources to improve infrastructure around Ciliwung Muara Bersama, including parking lots and accessibility.
  - b) Ensure adequate and environmentally friendly camping facilities to support visitors who want to experience nature directly.
  - c) Collaborate with private entities in facility development, such as restaurants or cafes with sustainable principles.
2. Regular Evaluation:
  - a) Establish periodic evaluation mechanisms to measure the impact of ecotourism development on the local environment and culture.
  - b) Involve various stakeholders, including the local community, in the evaluation process to ensure a balance between development and preservation.
3. Community Empowerment:
  - a) Initiate training and educational programs for the local community on the importance of environmental conservation and local wisdom.
  - b) Encourage active community involvement in ecotourism management, including waste management and nature conservation.
  - c) Promote local economic initiatives, such as handicrafts and local cuisine, to enhance community welfare and promote local culture.

By implementing these recommendations, it is hoped that the development of Ciliwung Muara Bersama as an ecotourism destination can proceed sustainably, providing positive benefits to the environment, local communities, and tourists. Regular evaluation will be an important instrument to ensure that destination development remains aligned with sustainability principles and preservation efforts.

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