

The Role of Padepokan Ciliwung Condet in The Development of Betawi Cultural Tourism Ciliwung Condet

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ABSTRACT

This research aims to examine the role of Padepokan Ciliwung Condet in developing Betawi cultural tourism in the Ciliwung Condet area. Betawi cultural tourism has great potential as a tourism attraction that can make a positive contribution to the local economy and preserve regional culture. Padepokan Ciliwung Condet, as a center for Betawi arts and cultural activities, is the main subject of this research. The research method used is qualitative with a case study approach. Data was collected through in-depth interviews, direct observation and documentation studies. The research results show that Padepokan Ciliwung Condet has a significant role in developing Betawi cultural tourism. The Padepokan functions as a place for training in traditional Betawi arts, art exhibitions and a cultural information center. In the context of tourism development, Padepokan Ciliwung Condet plays a role in creating an authentic and memorable tourism experience for visitors. Its existence also contributes to the preservation of Betawi arts and culture, as well as promoting local community participation in the tourism industry. This research provides recommendations for increasing the role of Padepokan Ciliwung Condet in the development of Betawi cultural tourism, including more effective marketing strategies, improving infrastructure, and closer cooperation between related parties. Thus, it is hoped that the development of Betawi cultural tourism in Ciliwung Condet can have a sustainable positive impact on the local community and preserve the regional cultural heritage.

Keywords: Ciliwung Condet Padepokan, Tourism Development, Community Based Tourism, Sustainable Tourism, Betawi Culture

1. INTRODUCTION

Cultural tourism has an important role in promoting local identity, encouraging economic growth, and preserving the cultural heritage of an area [1]. In the midst of the rapid development of urbanization, the challenge of maintaining and developing cultural heritage is increasingly greater [2]. One effort that can be made is through developing a center for arts and cultural activities that can become a tourist magnet, as is done by Padepokan Ciliwung Condet in the Ciliwung Condet area [3]. Ciliwung Condet Padepokan carries out management by preserving and protecting the environment and tourist culture of the Ciliwung Condet area by planting typical Betawi trees, Betawi pencak silat, Betawi dances [4]. The Ciliwung Condet Padepokan was founded by the Ciliwung Condet community basically to increase the effectiveness of river management, by emphasizing management planning that involves all elements of society. Community Based Tourism (CBT) or community-based tourism is a concept for developing tourist destinations that involves local communities where the community takes part in planning, managing and developing tourist destinations [5]. So that local communities feel positive impacts such as increasing economic activity in quotes.

Padepokan Ciliwung Condet collaborates with several companies, academics and the community to develop and preserve Betawi culture, so that the Ciliwung area is not threatened by eviction or concreting, so the management has the hashtag "#SaveTheRemaining" and the quote Nature is a gift, not an inheritance, we as humans must can protect and preserve the environment

and culture. Padepokan Ciliwung Condet acts as a center for preserving Betawi arts and culture by organizing training, workshops and performances of traditional Betawi arts. The hermitage's contribution helps maintain the sustainability and authenticity of traditional arts which are an important part of Betawi cultural identity. Through art exhibitions and other activities, Padepokan Ciliwung Condet can promote and introduce local cultural heritage to tourists and the wider community.

This contribution supports increased understanding and appreciation of the richness of Betawi culture. because theater arts have been designed as a Betawi Smart Park concept, a cultural tourism development plan at Padepokan Ciliwung Condet [6]. But there is no administrator to develop the cultural tourism potential [7]. Tourism management at Padepokan Ciliwung Condet is not yet running well and cannot be realized by the Tourism Department, but community participation fully supports cultural development at Padepokan Ciliwung Condet [8]. If this can be realized, it will have an impact on more and more people who will get jobs as officers for each existing cultural tourism potential [9]. Apart from that, the potential for cultural tourism will create perfection in traveling because apart from getting education from the preservation of Betawi culture, tourists will also experience the flow of the Ciliwung river [10]. With this, the management of Padepokan Ciliwung Condet has made efforts to promote each of these cultural potentials through websites and social media regarding information and facilities to make it easier for the public to quote [11].

This research aims to provide a general overview of the background, urgency and objectives of the research conducted. Through analyzing the role of the Ciliwung Condet Padepokan, it is hoped that the CBT contribution provided by the Padepokan in the development of sustainable cultural tourism in the Ciliwung Condet area can be identified and the research focus will not only be on the tourism aspect, but also involve the dimensions of cultural heritage preservation and local community participation. It is hoped that an in-depth understanding of the role of Padepokan Ciliwung Condet can provide a strong foundation for formulating sustainable development strategies, both in terms of cultural preservation.

This research is different from previous research. In research [12] entitled "Arrangement of the Ciliwung Condet Betawi Cultural Heritage Area, East Jakarta as a Natural and Cultural Tourism Destination" the results of the analysis state that the Ciliwung Condet area is one of the tourist attractions because it has been listed in DKI Jakarta RTRW (Regional Spatial Planning) which is in the Governor's Decree No. 881 of 2019 concerning the governance and development of the Condet Area as a tourist destination. Based on the results of previous research, this research was conducted to look at the management and explore the potential that exists in one of the Condet areas, namely at Padepokan Ciliwung Condet. This research raises a problem formulation based on the results of research conducted through observation, there are several problems that exist in tourism management at Padepokan Ciliwung Condet, such as identifying Community Based Tourism (CBT) at Padepokan Ciliwung Condet in implementing sustainable cultural development strategies at Padepokan Ciliwung Condet . It is hoped that this research can increase understanding of the CBT concept and can encourage tourism development to create sustainability in the cultural aspect.

2. LITERATURE REVIEW

2.1 *Community Based Tourism (CBT)*

Community Based Tourism is a form of tourism where the community is the main focus. In community-based tourism development, the community has a role in all aspects of development, including as planners, investors, implementers, managers, supervisors and evaluators. Even though it emphasizes the main role of the community, community-based tourism development also requires contributions from the government and the private sector. Communities living in tourist destination areas have a key role in ensuring the success of tourism development in their region. Community Based Tourism (CBT) or Community Based Tourism is an approach in the tourism industry that places local communities as the main actors in the development, implementation and benefits of tourism activities in their area [13].

Community-based tourism is developed with the principle of achieving balance between the various parties involved in tourism development, including the government, private sector and society. In its concept, the principle of community-based tourism development emphasizes the importance of active community participation in all stages of development, from planning, management, to development, as well as monitoring and evaluation processes. This aims to provide opportunities for the community to participate in tourism development, with a focus on improving the welfare and quality of life of the community [14].

Community Based Tourism is the mental and emotional involvement of people to contribute ideas in the development process [15]. Mental and emotional involvement appears in the form of concern, a sense of belonging, real action, and behavior that supports cleaning the environment. Individuals who want to be involved in maintaining environmental conditions will create new activities and breakthroughs to protect the environment. Society influences environmental conditions. Environmental conditions will describe the condition of the people in it.

Community-Based Tourism (CBT) or Community-Based Tourism is an approach in the tourism industry that places local communities as the main actors in the development, implementation and benefits of tourism activities in their area. Some of the theories and principles underlying CBT include:

- a) **Community Participation:** CBT emphasizes the importance of local community involvement and participation in planning, managing and obtaining benefits from tourism activities. This approach aims to ensure that income and economic opportunities are more evenly distributed among local communities.
- b) **Community Empowerment:** CBT aims to empower local communities by providing the skills, knowledge and capacity necessary to be actively involved in the tourism industry. This empowerment can include training, local business development, and participation in tourism-related decision making.
- c) **Cultural Preservation:** CBT promotes the preservation of cultural heritage. In this context, tourism development is pursued in such a way that it does not harm cultural values, but on the contrary, provides incentives to protect and preserve this culture.

2.2 *Development of Sustainable Cultural Tourism*

According to Yoeti, the development of sustainable cultural tourism is an effort or method used to perfect and develop an existing culture. Tourism development that is rightly targeted in an area always takes into account the benefits and advantages of development for local communities [16]. From the definition of development above, it can be concluded that development has two characteristics. Development can be an activity aimed at creating something that does not yet exist or is new (innovation) or perfecting something that already exists (innovation). Tourism development includes activities or efforts aimed at sustainability in improving the quality of life of a community by creating or developing tourism potential. Tourism development can create tourist attractions and provide benefits for local communities.

According to the Indonesian Ministry of Tourism and Creative Economy, sustainable tourism aims to reduce poverty by respecting socio-cultural diversity and being responsible for maintaining culture. Sustainable tourism strives for the community to play a role in the tourism development process and obtain direct benefits from tourism. Developing the concept of sustainable development requires taking into account reasonable social and cultural needs, spreading values that create different standards of consumption within the limits of cultural capabilities, and to which everyone can aspire.

However, in reality, high production activity can coincide with widespread poverty. This condition could endanger the extinction of culture. So sustainable development of society meets needs by increasing their cultural potential and at the same time guaranteeing equal opportunities for everyone. The theory of sustainable cultural tourism development involves several key aspects:

a) **Community Participation:**

Community participation refers to the active involvement of members of a community in various activities, decisions, and joint efforts to achieve common goals. This includes individual or group contributions in decision-making processes, planning, program implementation, and various aspects of community life. Community participation can occur in a variety of contexts, such as local development, public policy, and social projects.

b) **Cultural Preservation:**

Cultural preservation is a series of actions aimed at safeguarding, maintaining and continuing the cultural heritage of a group or society. Cultural heritage includes aspects such as language, traditions, art, architecture, values, and cultural practices that are passed down from one generation to the next. Cultural preservation is an effort to ensure the survival and sustainability of a community's cultural identity.

c) **Education and Awareness:**

Education and awareness have a central role in preserving and developing the cultural heritage of a society. Through a structured education system, values, traditions and cultural knowledge can be passed on from one generation to the next. Educational programs that include curricula about

local and national culture provide opportunities for students to explore important aspects of their cultural identity. By studying history and cultural heritage, students can understand the roots of their culture and appreciate the riches that have been passed on by their predecessors.

3. METHODS

The methodological approach used in this research is qualitative [17] explains that qualitative research is descriptive research. This research uses words or sentences separated according to their respective categories to describe the data to arrive at conclusions. According to [7] it is stated that qualitative research methods are methods used to explore and understand central phenomena. Central symptoms are obtained through an interview process with informational results in written or textual form. Next, collect and analyze the information. The final result of this research is a written report. Therefore, qualitative methods are the same as descriptive methods. This method examines data obtained by translating words or sentences into utterances which are the conclusions of data analysis. Therefore, the reason for using a qualitative approach is because this research relates to data that is not in the form of numbers, but in the form of the results of interviews by the manager and founder of Padepokan Ciliwung Condet, namely Mr. Ahmad Maulana.

In this research we also used SWOC Analysis, which is a strategic planning technique divided into two factors, namely external and internal, used to clearly describe the strategy for opportunities and challenges at Padepokan Ciliwung Condet, so that it can be adjusted to the strengths and weaknesses of Padepokan Ciliwung Condet. SWOC analysis is a form of situation analysis by systematically identifying various factors regarding the strengths and weaknesses of an organization and opportunities and challenges and can identify the weaknesses and strengths of an organization, and see existing opportunities and challenges. currently being faced by a tourist destination.

According to [2] SWOC analysis identifies the weaknesses and strengths of the organization, and looks at the existing opportunities and challenges being faced by the organization. Organizational strategic decisions require consideration of internal factors which include strengths and weaknesses as well as external factors which include opportunities and challenges. SWOC analysis aims to find important aspects of an institution's strengths, weaknesses, opportunities and challenges so that it is able to maximize strengths, minimize weaknesses, answer challenges and build opportunities. The process of analyzing, formulating and evaluating strategies is called strategic planning. The main objective of strategic planning is so that the organization can objectively see internal and external conditions, so that the organization can anticipate changes in the external environment. The correctness in preparing plans will greatly influence the achievement of organizational/institutional goals.

4. RESULTS AND DISCUSSION

4.1 Overview of Ciliwung Condet Padepokan

Padepokan Ciliwung Condet was founded in 2014 on Jl. H. Mursali, RT. 008/001, Balekambang, Kramat Jati, East Jakarta. Starting from Mr. Ahmad Maulana (Bang Lantur), a village boy who loved his village, which started with anxiety about the condition of Condet which was starting to be vulnerable to cultural shifts, the very minimal creative space in the development of Betawi arts and culture which received very minimal attention became one of our concerns. . The initial goal in building the hermitage was as a space to preserve original Betawi culture in the Condet area, which includes cultural preservation, cultural science education such as theater performances, painting on cloth, wood carvings, and also a library of Betawi history and culture books. Padepokan also invites the younger generation to participate in it as a form of regeneration preparation carried

out by Mr. Ahmad Maulana so that the millennial generation there can also directly preserve their original culture, namely Betawi, where they are guided to create their own monkey program and also often they are sent to be representatives. hermitage at an event.

Padepokan Ciliwung Condet has a marketing information system such as a website to make it easier for potential tourists to access information about existing tourist locations and attractions. The aim of this marketing information system is to provide consumer satisfaction by making it easier for consumers to search for information. Padepokan Ciliwung Condet has 5 (five) branch bases, namely the Lenteng Agung base, Pangkalan Srengseng Sawah, Pangkalan Tanjung Barat, and Condet has 2 bases. The plan is that at each base there will be a place for typical Condet culinary delights, camping ground and archery. Other tourism potential is in the form of educational tour packages with activities that have been carried out by the community before. But there is no administrator to develop this tourism potential.

There is also a replanting effort in the hermitage area which aims to green the area and also provide education for the community, especially young people, to get to know the native plants that used to grow in the Condet area, where the seeds were collected from fruit juice traders and then the seeds were bought to be planted. in the hermitage area include: menteng trees, duku trees, melinjo trees, and several kitchen spices such as chili, ginger, turmeric, and galangal, some of these plants they make into herbal drinks, namely empon-empon or herbal medicine to treat various body ailments.

Padepokan Ciliwung Condet has a vision, namely the realization of social, cultural, economic and environmental life, to guarantee the community's rights to cultural resources and a sustainable environment. With the mission of preserving Betawi culture, building environmentally conscious community behavior, inviting the younger generation to actively participate in positive activities, producing real work in the field of arts and culture, environmentally based economy. Tourism development at Padepokan Ciliwung Condet has not gone well and has not been realized by the Tourism Office. If this can be realized it will have an impact on more and more people who will get jobs as officers for every existing tourism potential.

4.2 Community Based Tourism Padepokan Ciliwung Condet

a) CBT Community Participation at Padepokan Ciliwung Condet

Padepokan Ciliwung Condet itself was built as a place or means of preserving the original Betawi culture in Condet, in which there are various Betawi cultural activities such as cloth painting, canvas painting, wood carving, theater art, martial arts playing at the stake. or pencak silat names in general and so on, there are several organizations that were formed such as the doorstep community, the ondel – ondel community, the tanjidor community, the taklim assembly. In the Ciliwung Condet Padepokan itself, it is very open to education, there are also several educational facilities available, such as theater arts, painting, batik, archery, Betawi pencak silat, tree planting and so on, the majority of which are of course related to Betawi culture.

Padepokan Ciliwung Condet carries out activities with PT. BRI Insurance (BRINS) Corporate Social Responsibility (CSR) activities at Padepokan Ciliwung Condet. In the context of community empowerment, the program focuses on Environmental and Cultural Concern. BRINS provided several assistance to Padepokan Ciliwung Condet, such as rubber boats which can later be used to carry out activities on the Ciliwung River by volunteers from Padepokan Ciliwung Condet, making stamped batik with special Betawi pattern designs and also making batik dyeing pools, basic food packages given to volunteers from Padepokan Ciliwung Condet as a form of BRINS appreciation for their concern for the environment and culture. Not only that, there was also planting of loa tree seedlings to reduce the abrasion that occurs on the banks of the Ciliwung river, and melinjo trees whose harvest could be used to be processed into emping, making stamped batik with special Betawi pattern designs and also making batik dyeing pools.

Padepokan Ciliwung Condet also conducted Urban Disaster Management (UDM) Training Activities by the Dompot Dhuafa Team (DMC Dompot Dhuafa team and RDK Dompot Dhuafa team) which was held at Padepokan Ciliwung Condet on Thursday, 26 January 2023, inviting students of SMKN 58 Jakarta to take part share. Not only does it train students in first aid, Cardiopulmonary Resuscitation (RJP), Safety First, as well as providing an understanding of climate change that is currently occurring and its impact in the future. As a closing of the UDM training, students are invited to learn Extinguish the fire using a wet cloth and also an APAR (Light Fire Extinguisher). This activity has a very positive impact on the surrounding community because it is very important to hold this activity, especially at the hermitage location which is very close to the Ciliwung river. There are educational activities at Padepokan Ciliwung Condet in collaboration with Mobile Arts for Peace (MAP) Atma Jaya, which produces a Lenong Revitalization program as a means of dialogue to build peace. From where this program became a means to introduce culture (lenong) to the international stage, especially to the University of Lincoln, England. Apart from being a means of promotion, this lenong is also a world peace dialogue, which is the aim of Mobile Arts for Peace (World Peace). This lenong concept is very interesting, because it involves children and teenagers to collaborate to make this lenong successful. Apart from that, the lenong revitalization concept aims to make children have characters that match the Pancasila student profile (through the theme of local wisdom) through the formation of modules for implementing an independent curriculum with an arts and culture approach.

b) CBT Community Empowerment at Padepokan Ciliwung Condet

Padepokan Ciliwung Condet collaborates with several companies, academics and the community to develop and preserve Betawi culture, so that the Ciliwung area is not threatened by eviction or concreting, so the management has the hashtag "#SaveTheRemaining" and the quote Nature is a gift, not an inheritance, we as humans must can protect and preserve the environment and culture. Padepokan Ciliwung Condet acts as a center for preserving Betawi arts and culture by organizing training, workshops and performances of traditional Betawi arts. The hermitage's contribution helps maintain the sustainability and authenticity of traditional arts which are an important part of Betawi cultural identity. Through art exhibitions and other activities, Padepokan Ciliwung Condet can promote and introduce local cultural heritage to tourists and the wider community. This contribution supports increased understanding and appreciation of the richness of Betawi culture.

Padepokan also acts as a place for training and developing the talents of local artists, creating opportunities for them to develop and maintain Betawi artistic traditions. This contribution supports the economic empowerment of the arts and culture community in the region. By providing a tourism experience that directly involves the Betawi community and traditional arts, Padepokan Ciliwung Condet can create an authentic tourist destination. This contribution helps increase the attractiveness and uniqueness of the Ciliwung Condet area as a cultural tourism destination and by encouraging arts and cultural activities, Padepokan can create employment opportunities and additional income for the local community. This economic contribution can help improve the welfare of the local community around Padepokan Ciliwung Condet.

c) Cultural Preservation in the CBT Community at Padepokan Ciliwung Condet

The community's preservation of culture at Padepokan Ciliwung Condet involves activities such as traditional art workshops, cultural exhibitions, and the inauguration of local expertise. By actively involving the community, this activity can build on awareness of local cultural values and strengthen community involvement in preserving the cultural heritage owned by Padepokan Ciliwung Condet. Apart from that, community promotion and participation in cultural events, local communities are also involved in decision making regarding cultural preservation plans and

programs which encourage the community to propose and develop cultural preservation activities that are in accordance with local wisdom in Condēt.

In preserving culture at Padepokan Ciliwung Condēt, it also provides information and education to the community regarding the importance of cultural preservation and the benefits of their participation can increase awareness and understanding. Local education has been held several times to discuss cultural values, history and the positive impact of conservation efforts. By preserving the community through active participation, CBT preservation of culture at Padepokan Ciliwung Condēt can be more effective and sustainable.

4.3 Development of Sustainable Cultural Tourism.

a) Community Participation

Community participation in the development of sustainable cultural tourism at Padepokan Ciliwung Condēt has collaborated with several companies, academics and the community to develop and preserve Betawi culture, so that the Ciliwung area is not threatened by eviction or concreting, so the management has the hashtag "#SaveTheLeft" and the Nature quote. entrustment is not inheritance, we as humans must be able to protect and preserve the environment and culture. Padepokan Ciliwung Condēt acts as a center for preserving Betawi arts and culture by organizing training, workshops and performances of traditional Betawi arts. The hermitage's contribution helps maintain the sustainability and authenticity of traditional arts which are an important part of Betawi cultural identity. Through art exhibitions and other activities, Padepokan Ciliwung Condēt can promote and introduce local cultural heritage to tourists and the wider community. This contribution supports increased understanding and appreciation of the richness of Betawi culture.

Community participation in Padepokan Ciliwung Condēt regarding culture involves activities such as traditional art workshops, cultural exhibitions, and the inauguration of local expertise. By actively involving the community, this activity can build on awareness of local cultural values and strengthen community involvement in preserving the cultural heritage owned by Padepokan Ciliwung Condēt. Apart from that, community promotion and participation in cultural events, local communities are also involved in decision making regarding cultural preservation plans and programs which encourage the community to propose and develop cultural preservation activities that are in accordance with local wisdom in Condēt.

It is important to maintain community involvement as a continuous process in adjusting programs based on input from the community. These cultural programs are not only external initiatives, but also owned and implemented by the local community. This cultural program at Padepokan Ciliwung Condēt can also become an integral part of the lives of the local community and bring long-term benefits while preserving cultural heritage in a sustainable way.

b) Cultural Preservation

Cultural preservation in the development of sustainable cultural tourism at Padepokan Ciliwung Condēt creates a variety of cultural programs which include art performances, exhibitions, painting, silat and other events to provide tourists with an in-depth experience of local cultural diversity. The Padepokan Ciliwung Condēt program involves the local community in planning and implementing cultural programs, ensuring that the existing cultural richness is truly reflected in the activities held. Padepokan Ciliwung Condēt provides a platform for local artists to express their creativity through collaboration with Padepokan Ciliwung Condēt and also holds art exhibitions and cultural performances periodically to increase public and visitor appreciation of art and local heritage at Padepokan Ciliwung Condēt.

This cultural tourism potential creates perfection in traveling because apart from getting education from the preservation of Betawi culture, tourists will also experience the flow of the Ciliwung river. With this, the management of Padepokan Ciliwung Condēt involves the community and also makes efforts to promote each of these cultural potentials through websites and social media

regarding information, so that tourists know about the Betawi culture that exists at Padepokan Ciliwung Condet.

c) Education and Awareness

Education and Awareness in the development of sustainable cultural tourism at Padepokan Ciliwung Condet is preparing an educational program that involves visitors and local communities in a deeper understanding of the culture and heritage around Padepokan Ciliwung Condet, and will provide a cultural tourism guide that explains historical and cultural aspects in every location around Padepokan, facilitating better understanding for visitors. And also through holistic promotion of culture and heritage, Padepokan Ciliwung Condet can become a destination that is not only visually attractive but also enriches the tourist experience with cultural and historical riches presented authentically, this can also increase the local community's appreciation of local values. their own heritage at Padepokan Ciliwung Condet.

Tourists' understanding with this educational program increases their understanding of the importance of maintaining cultural diversity with an introduction session to local culture at Padepokan Ciliwung Condet and creating information boards in the right locations to convey messages about the importance of maintaining cultural diversity at Padepokan Ciliwung Condet, in uniting these efforts Padepokan Ciliwung Condet This can be a culturally rich destination because it is well maintained by responsible tourists.

4.4 SWOC Analysis of Padepokan Ciliwung Condet

This research was conducted at Padepokan Ciliwung Condet with the sample being research. Data obtained from interviews with the manager, namely Mr. Lantur Ahmad Maulana, were then identified into 4 aspects, namely: strengths, weaknesses, opportunities, challenges. Below is a presentation of SWOC at Padepokan Ciliwung Condet, according to [18]. SWOC analysis is usually used to analyze a complex case. Strategic planning is the determination of broad main targets for an organization and takes the form of strategic policies that will direct, regulate acquisition and use, and achieve the goals of an organization. SWOC analysis aims to find important aspects of an institution's strengths, weaknesses, opportunities and challenges so that it is able to maximize strengths, minimize weaknesses, answer challenges and build opportunities. The process of analyzing, formulating and evaluating strategies is called strategic planning. The main objective of strategic planning is so that the organization can objectively see internal and external conditions, so that the organization can anticipate changes in the external environment.

<u><i>Strength</i></u>	<u><i>Weakness</i></u>
<ol style="list-style-type: none"> 1. Padepokan Ciliwung Condet can increase community economic activity 2. Preserving the culture around Ciliwung Condet 3. Increase community creativity 4. Become a forum for the community to preserve Betawi culture 5. Human resources who are aware of the preservation of Betawi culture 	<ol style="list-style-type: none"> 1. The location is difficult to reach 2. Inadequate facilities 3. Lack of practitioners 4. Not yet registered on the tourism ministry list
<u><i>Opportunity</i></u>	<u><i>Challenge</i></u>
<ol style="list-style-type: none"> 1. Has tourism potential that can be developed 2. Become a destination in the South Jakarta area 3. Become a center for preserving Betawi culture 	<ol style="list-style-type: none"> 1. Compete with hermitages that have similar attractions 2. Not yet registered in JADESTA (Tourist Village Network)

4. Can be used as a means of developing the creativity of the younger generation	3. Efforts to prevent cultural extinction
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Strength (Strength Factor)

Strength is one of the factors that is an advantage for an organization or company when compared to competitors, including one of the factors that is the strength of a tourist destination, such as having resources that have reliable and reliable skills. The strength of Padepokan Ciliwung Condet is that it provides opportunities for the surrounding community, so that it can increase the community's economic activity. If visitors want to buy typical Condet souvenirs, the hermitage will direct them to people who sell typical Condet souvenirs, such as emping chips, Betawi dodol, and many more. Ciliwung Condet Padepokan participates in preserving the environment around the hermitage by planting trees and cleaning up rubbish around the river. Served as a forum for local communities who want to preserve Betawi culture and participate in increasing community creativity, because they provide facilities for community creativity, such as batik, theater arts and handicrafts. So it has a good impact on Betawi culture, the local community and children can preserve Betawi culture.

Weakness (Weakness Factor)

Weakness is one of the factors for identifying weaknesses that an organization has, referring to internal initiatives that have weaknesses and analyzing previous strengths and weaknesses to create a basis for success. According to [18] Weaknesses are deficiencies or limitations in terms of existing resources in an organization, whether skills or abilities, which become an obstacle to organizational performance. Limitations or deficiencies in resources, skills and capabilities that seriously hinder the effective performance of the organization. The weakness of the Ciliwung Condet Padepokan is that the location is difficult to reach, getting to the Padepokan is quite difficult because the location is less strategic, then there are no directional signs (signage), inadequate facilities and a lack of practitioners because the administrators and management still need human resources to managing, the average age of managers is middle-aged, so young people are really needed for creative innovation. The Ciliwung Condet Padepokan has not yet been registered on the list of the Ministry of Tourism, specifically the JADESTA (Tourist Village Network) program.

Opportunity (Opportunity Factor)

Opportunities are external things that can influence business or things that happen outside the company. According to [18] Opportunities are various things and situations that are profitable for an organization, as well as tendencies which are one source of opportunity. These are external factors available in the environment where the organization is domiciled, which the organization must be able to utilize. Padepokan Condet Ciliwung has tourism potential that can be developed, such as river rafting, and Betawi Smart Park which is one of the big projects designed by the management to take advantage of the tourism potential around the hermitage. Becoming one of the tourist destinations in the south Jakarta area. Becoming a center for preserving Betawi culture, as previously explained, Padepokan Ciliwung Condet is used as a forum for preserving Betawi culture, especially for the community around Condet.

Challenges (Challenge Factors)

Challenges are external things that are seen as challenges that must be overcome. According to [18], challenges are unfavorable environmental factors in an organization that, if not addressed, will become obstacles for the company concerned, both now and in the future. The challenge faced by Padepokan Ciliwung Condet is to compete with hermitages that have similar tourist attractions, so Padepokan Ciliwung Condet must have the innovation and characteristics of the hermitage. Not yet registered in JADESTA (Tourist Village Network). If Padepokan Ciliwung Condet wants to focus

on the big project, namely Betawi Smart Park, where Padepokan Ciliwung Condet develops tourism potential there, then Padepokan Ciliwung Condet must register with JADESTA (Tourist Village Network) to promote and attract visitors. tourists to help preserve Betawi culture. There are no efforts to prevent natural disasters, such as overflowing rivers or other natural disasters.

CONCLUSION

Padepokan was built to be a forum or place for the community to carry out positive activities ranging from painting, batik, Betawi pencak silat, typical Betawi dance, tutoring, to Betawi cultural theater training. Padepokan Ciliwung Condet has a vision, namely the realization of social, cultural, economic and environmental life, to guarantee the community's rights to sustainable cultural and environmental resources. With the mission of preserving Betawi culture, building environmentally conscious community behavior, inviting the younger generation to actively participate in positive activities, producing real work in the field of arts and culture, environmentally based economy.

SUGGESTION

It is hoped that Padepokan Ciliwung Condet can develop and spread its wings to keep up with current developments by entering the world of marketing digitalization and also tourism digitalization by hastening to improve the website and continuing to update all existing social media, so that tourists who will visit will not make mistakes and minimize the occurrence again. framing carried out by unscrupulous individuals such as taking fake data and placing it on the web without the knowledge of the Padepokan Condet Ciliwung activists themselves, so that it can cause visiting tourists to receive information that they should not. Tourism development at Padepokan Ciliwung Condet has not gone well and has not been realized by the Tourism Office.



It is hoped that future researchers can focus on other forms of applied research regarding the potential for developing partnerships and networks with other destinations, both domestically and internationally, to increase visibility and cooperation. By exploring this area, you can expand your understanding of the potential and challenges in tourism destination development and identify strategies to increase the attractiveness and sustainability of your destination.

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