

Analysis of Community-Based Tourism Destination Management System of Kometa Archery Condet

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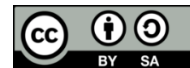
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ABSTRACT

Community participation is an indicator of success in community-based tourism. A tourism destination must include local communities to create mutually beneficial cooperation and synergy. Kometa Archery is one of the destinations in the Condet tourist village, because of its uniqueness, namely as an archery tourist attraction located on the edge of the river so the atmosphere is very cool and shady. Kometa Archery implements community participation, so that it has a positive impact on improving the economy of the surrounding community. This research aims to analyze the management system and community participation at Kometa Archery Condet. This research uses a descriptive qualitative approach method to get a complete picture of the Kometa Archery management system, so in this research the researcher uses primary data and secondary data obtained from field observations, interviews, documentation and literature studies. Then analyze the data results using the SWOC analysis method. The research results show that Kometa archery has a good management system and involves community participation in developing the destination.

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1. INTRODUCTION

The concept of community-based tourism is an emerging concept that plays a role in equalizing the distribution of other benefits that reduce the negative impacts of tourism activities. Community-based tourism as a participatory approach, involves and also puts the community into an influential actor in the context of the latest paradigm of development, namely *sustainable development (sustainable development paradigm)*, and emphasizes direct community involvement starting from

planning, implementation, and supervision of tourism carried out in their area. [1]. *Community-based* tourism is an opportunity to mobilize the potential and local wisdom of the community, and also expand local strengths in addition to the entry of outside tourism actors who want to take advantage of tourism activities in a destination, through the concept of community-based tourism (*Community Based Tourism*) every individual in the community is directed to become part of the tourism economic chain, for which individuals are given skills to develop *small businesses* [2]. The

development and improvement of a tourism industry is encouraged to become one of the sectors that provide large capital in economic development, tourist destination development, and improving people's welfare [3]. In tourism development that is oriented towards community participation, the role and participation of the local community as the subject of development is prioritized [4]. According to [5] states that a tourist village is an area in the form of a rural environment that has local wisdom-based tourist attractions such as customs, culture, and natural resources that have uniqueness and authenticity in the form of a characteristic rural atmosphere. Rural areas that are managed as tourist villages usually have more than one or a combination of several tourist attractions. Kometa Archery is one of the archery tourist attractions located in the tourist village of Condet, Balekembang, East Jakarta. The name Kometa stands for Komunitas Memanah Tanjungan, this community began to be built in 2018 by the local community, initially this place was only empty land on the banks of the Ciliwung river, but the local community often utilized this place as an archery training ground, which in the end became an idea to be developed as a tourist destination. The purpose of this research is to analyze the management system and community participation in the management and development of Kometa Archery. The research method used is descriptive qualitative, using primary and secondary data. Structured interviews and documentation of observation results were used as data collection methods. Previous research on community-based tourism has been conducted, including [6], [7], [8], [9]. However, these studies mostly discuss community participation in community-based tourism development. Meanwhile, the impact on sustainability aspects, namely social, economic, and environmental, has not been specifically studied. Based on the description above, there are problem formulations that can be concluded in this study, namely as follows 1) How is the management system at Kometa Archery 2) Does Kometa Archery involve community participation, 3) How is the impact on people who have participated.

The results showed that Kometa Archery has a management system managed by the local community, ranging from place management, financial management, to hygiene management, and conducting evaluations to find out the obstacles of developments that can affect aspects of tourism. This

research also explains the importance of community participation in tourism development and sustainability. Thus, to further examine the formulation of the problem above, the author conducts research and can be seen in the results of the discussion which will discuss the management system of community-based tourist destinations at Kometa Archery tourist destination.

2. LITERATURE REVIEW

2.1 *Community-based Tourism*

Community Based Tourism (CBT) according to Suansri in the journal [10] as an alternative part of tourism dominated by mass tourism which has a negative impact more inclined to exploit resources, since then CBT is related to the concepts of sustainability, empowerment and independence. According to [11] Community Based Tourism includes an active role in society by developing a concept that emphasizes development from the community, by the community and for the community. Community-based tourism has indicators, according to UNEP-UNWTO in the journal [12] consisting of 3 (three) indicators including economic, social and environmental. The following is an explanation of the sustainability aspects:

1. Economic Sustainability is about providing and generating prosperity at various levels of society and addressing economic operating costs, as well as about the viability of tourism companies, their activities and their ability to be sustained in the long term.
2. Social Sustainability is providing equal opportunities and respecting human rights for all communities in Indonesia. Social sustainability focuses on emphasizing local communities, maintaining and strengthening community life support systems, recognizing and respecting different cultures and avoiding all forms of exploitation.
3. Environmental Sustainability is conserving and managing resources, especially non-renewable ones. Environmental sustainability requires actions to minimize air,

land and water pollution and to preserve biodiversity and natural heritage.

2.2 Management System

Management according to Arikunto in the journal [13] as an organization's achievement of goals in an effective and efficient manner through planning, leadership, organizing, and controlling organizational resources. The concept of management according to [14] is a process of managing and using resources as a form of cooperation between members to achieve organizational goals effectively. In this tourism management, Law Number 32 article 1 of 2009 concerning environmental protection and management that systematic and integrated efforts are made to preserve environmental functions and prevent pollution and environmental damage. Sustainability tourism management standards based on Permenparekraf RI Number 9 of 2021 consist of 3 (three) sub-sections with the following criteria:

1. Destination management responsibility indicators and supporting evidence of destination management responsibility, can be seen from the existence of an effective, coordinated management organization, with funding and a clear division of tasks involving the private and public sectors under the existing legal basis.
2. Destination management strategies and action plans indicators and supporting evidence of destination management strategies and action plans, can be seen in the existence of multi-year tourism strategies (short, medium and long term) which include the development of accessibility to destinations, tourism amenity in and around destinations, tourism activities in and around destinations while taking into account the capacity and carrying capacity of the environment, economic growth, social issues, cultural heritage, quality, health, safety, and aesthetics.
3. Monitoring and reporting indicators and supporting evidence of monitoring and reporting, can be seen by the existence of a monitoring and evaluation system that is implemented and reported regularly. The system covers environmental, economic, social, cultural, tourism and human rights, as well as well-functioning and clearly funded tourism impact mitigation procedures.

2.3 Travel Destinations

Tourism in Indonesia has tourism potential in each region, this tourism potential has been built so that it becomes a tourist destination or tourist destination. Tourism destination as a geographical location located in one or more regions, according to the Tourism Law of the Republic of Indonesia No. 10 of 2009 defines that tourism is a collection of tourism activities with facilities and services supported and provided by the government, community, business owners and local governments. According to [15] Tourism is an industry that gets special attention because it has opportunities that can contribute to the economy for the welfare of the community. Meanwhile, according to [16] Tourism plays an active role in the service sector which includes attractions, accommodation, accessibility and facilities located in a destination. According to [17] Community participation in tourist destinations can strengthen their involvement in decision making, improve local economic sustainability, and optimize the tourist experience. According to [18] there are 5 (five) indicators of the components of tourist destinations that have a relationship, namely:

1. *Attraction* is something that can attract tourists to visit it. The motivation of tourists is to fulfill or satisfy some needs. They are usually attracted to a location with certain characteristics.
2. *Amenities* are something that tends to be oriented towards attractions in a location, so facilities must be close to the object. Facilities tend to

- support and develop at the same time or after attractions develop.
3. *Accessibility* is something that tends to be oriented towards the ease of accessing tourist attractions such as road access to the location, ease of getting transportation to the location, road conditions to tourist attractions and the existence of tourist attraction signage.
 4. *Ancillary*, which depends on the ease of tourists when getting information and the completeness of information both from *travel agents*, the internet, *tour information*, and brochures, as well as marketing carried out by the manager.
 5. *Community Involvement*: Community involvement depends on community knowledge about tourism, as well as community attitudes and behaviors.

2.4 Village Tourism

One way to implement sustainable and community-based tourism development is to build tourism villages. The development of tourist villages is expected to produce equalization in accordance with the idea of sustainable tourism development. According to Inskeep in the journal [19] Village tourism is a form of tourism in the form of a small group of tourists living in or near traditional life or in remote villages and studying village life and the local environment. According to [20] Village tourism is a concept of rural area development that presents the authenticity of the aspects of customs, socio-culture, traditional architecture, daily life, and the spatial structure of the village offered in an integration of tourism components, namely attractions, accommodation, and supporting facilities, to develop a tourist village there are several indicators in the Tourism Village, namely:

1. Tourism Village Management
 - a. Local communities actively participate
 - b. Tourist Attraction

- c. Partnership Cooperation Exists
2. Infrastructure Availability
 - a. Good road access
 - b. There are good tourist facilities and services.

3. METHODS

The research method used in this research is descriptive qualitative method. According to [21] qualitative research methods are research methods based on philosophies used to research on scientific conditions (*experiments*) where researchers are instruments, data collection techniques and qualitative analysis emphasize more on meaning. while according to [21] qualitative research does not use statistics, but through data collection, analysis, then interpretation. Usually related to social and human problems that are interdisciplinary, focus on *multimethod*, naturalistic and interpretative (in data collection, paradigm, and interpretation). Qualitative research is research that emphasizes understanding of problems in social life based on realistic conditions or natural settings that are holistic, complex and detailed. In this study, researchers used primary data and secondary data. primary data sources are observation, and interviews. Researchers had the opportunity to conduct interviews with local people who participated in the management of Kometa Archery tourist destinations. With several related parties, namely: Mr. Rohmat as the manager, Mrs. Nining as the owner of Warung Pinggir kali, Mr. Mandra as the parking attendant.

In this study we used SWOC (*Strength, Weakness, Opportunity, Challenge*) analysis as a method of processing the results of the research we have done. According to [22] SWOC analysis is a pretty tough job because only with that alternatives, strategic plans can be compiled. Accuracy and correctness in seeing each factor is absolutely necessary. Failure to analyze it means failing to find relationships and meeting points between strategic factors in the internal environment and those in the external environment. In this method, it is seen how strengths (*Strength*), weaknesses

(*Weakness*), opportunities (*Opportunity*) and finally challenges (*Challenge*) for the management system of the Kometa Archery tourist destination.

4. RESULTS AND DISCUSSION

Kometa Archery is one of the tourist attractions located in the Condet Tourism Village Area and has an archery community located on Jl. Eretan II, RT.2 / RW.1, Balekambang, Kec. Kramat jati, East Jakarta City. Kometa Archery is one of the attractions in the Condet tourism village because it has archery tourism attractions, and the local community actively participates, and has a partnership relationship with several institutions namely Baznas, Dompot Dhuafa, Komunitas Peduli Ciliwung (KCP). The name Kometa stands for Komunitas Memanah Tanjungan, this community began to be built in 2018 by the community around Condet, initially this place was only empty land on the banks of the Ciliwung river, but the local community often utilized this place as an archery training ground, which eventually became an idea to be developed as an archery community tourist destination.



Figure 1. Kometa Archery

Source: Author, 2023

Over time the manager began to build several infrastructure facilities to complement supporting facilities such as shelters, seats, prayer rooms, toilets, parking lots, archery equipment, and safety equipment. Not only that, Kometa also provides Warung Pinggir Kali (Warpingkal) owned by the local community, the purpose of building warpingkal so that comet visitors can buy

food and drinks after training. The manager promotes through social media, so that more and more visitors are interested in visiting Kometa Archery and Warpingkal.

Since the construction of Kometa Archery and Warung Pinggir Kali, the Condet tourism village area is very crowded with visitors from Jabodetabek to outside Jabodetabek, so it has a very positive impact on the economic aspects of the surrounding community.

Management System

The Management System at Kometa Archery is managed by the local community, starting from place management, financial management, equipment management, to hygiene management, for licensing the management of the place has received permission from the RT / RW around and the village, because Kometa Archery is a tourist destination that can utilize passive land then used as an educational tourist destination. Kometa Archery has an organizational structure consisting of 6 sections, namely: Chairman (Mr. Rochmat), Secretary (Mr. M. Kosasih), Treasurer (Mr. Duding), Training Division (Ahmad Chapo, Aan, Erza Ramadhan), Environmental Division (Adul, Didi, Topan, Dayat, Haikal), Promotion and Business Division (Heru Prianto). Each section has different roles and responsibilities and all help each other and are flexible.

There is management in financial management at Kometa Archery, namely the general treasurer sorting out allocations for several needs such as maintenance money, cleaning money, savings / cash and management costs. the maintenance money is for the cost of maintaining infrastructure, costs in case of flooding and needing equipment repairs. Kometa Archery managers routinely carry out *monitoring* and *evaluation* activities that are carried out and reported regularly, to observe developments and assess performance, as well as knowing the obstacles that will occur so that managers can anticipate and find solutions in this regard. So that by doing *monitoring* and *evaluation* can improve the quality of the Kometa Archery management system.



Figure 2. Warpingkal
Source: Author, 2023



Figure 3. Archery Activity
Source: Author, 2023

The target market of Kometa Archery is an archery community / *club*, elementary, junior high, high school students with an age range of 6 years to 35 years, as well as families who visit Kometa Archery to practice archery with their children, because archery is a positive activity to train body parts, train body coordination, control body balance, train high concentration and archery activities are one of the sports recommended in the recommendation by the Prophet Muhammad SAW.

Through social media, more and more archery *clubs* from outside Jakarta are interested in practicing at Kometa Archery, because it has a different attraction, namely archery on the edge of the river with a cool atmosphere surrounded by shady bamboo trees, and the price is fairly affordable, with a price of Rp.20.000 / person tourists can already do archery on the edge of the river..000 / person tourists can already do archery activities for 1 hour (60 minutes) equipped with archery equipment and safety equipment, then there is also a *member* package at a price of Rp.100,000 / person tourists can do archery activities at Kometa Archery until the validity period of 1 year, usually this *membership* is in demand by national archers and students who do archery extracurricular.

Community-based Tourism

Community-based tourism involves the surrounding community to participate in the management of a tourist area. This is so that tourism can last a long time or be sustainable. The existence of community participation also opens up jobs for the surrounding community. Kometa Archery is included in community-based tourism because the management at Kometa Archery involves the surrounding community both to be the core management team such as chairman, secretary, treasurer, social media division and so on, as well as stalls located around Kometa Archery.

Empowerment carried out by the local community has involved the National Amil Zakat Agency (BAZNAZ) and Dompot Dhuafa this is very helpful for infrastructure facilities such as trash bins, and *signage* including empowerment to bring up that local people have a strategic role for the sustainability of Kometa Archery. There are several aspects that have a very positive impact on the surrounding community in several aspects, namely:

1. Social Sustainability

Social sustainability, community-based tourism is proven to provide welfare and satisfaction to the community, increase community empowerment and participation, and provide satisfaction to every visiting tourist. With the involvement and participation of the community or residents in tourism is one of the assets and can hone the skills and management system of a tourist

destination by conducting training so that there are fair changes in the local lifestyle of the community. So that a Tourism Awareness Community is formed to manage a tourism potential in the area.

2. Economic Sustainability

Economic sustainability, community-based tourism is able to provide real economic impacts, such as local economic development, increasing community income, and utilization of vacant land; in addition, the development of community-based tourism provides economic opportunities for the community by providing employment.

3. Environmental Sustainability

In environmental sustainability, community-based tourism is able to manage and reduce the negative impact of environmental damage by preserving the environment around the tourist destination area, including through the protection of valuable natural assets, natural resource management, reducing waste and emissions to manage existing waste because of the environment or tourists.

SWOC Analysis

We conducted this research at Kometa Archery. The data we processed was the result of our interviews and observations at the research location. Using SWOC analysis as a data processing tool. According to [22] SWOC analysis is a pretty tough job because only with that alternatives, strategic plans can be prepared. Accuracy and correctness in seeing each factor is absolutely necessary. Failure to analyze it means failing to find relationships and meeting points between strategic factors in the internal environment and those in the external environment. According to [23], [24], [25] SWOC analysis identifies the strengths and weaknesses of an organization, and looks at the

opportunities that exist and the challenges being faced by the organization. Below is a SWOC presentation on Kometa Archery:

1. *Strength*

Kometa Archery can empower the community by creating local economic opportunities for community participation so that it can help manage tourist resources more effectively, increase community creativity by directly involving in planning and developing tourist destinations, the environment in tourist destination areas can be better maintained.

2. *Weakness*

Kometa Archery has a less strategic location, this can be a weakness of Kometa Archery because of the difficulty of accessibility, the manager does not do enough promotion on social media, so it is less known by visitors to the general public. Kometa Archery is vulnerable to natural disasters, so anticipation is needed during the rainy season.

3. *Opportunity*

Kometa Archery has potential tourism opportunities that can be developed such as Kometa Archery has the potential for cooperation with private companies related to tourism or with local governments to develop tourism potential, Kometa Archery has the opportunity to provide wider education and training to learn archery, has the opportunity to develop tourist attractions and expand the range of tourist destinations so as to attract more visits.

4. *Challenge*

There are several challenges in managing Kometa Archery including new tourist destinations around Ciliwung Condet, the manager has not done much marketing through social media so this is an effort that must be improved by Kometa Archery. Efforts to prevent natural disasters, Kometa Archery still does not have efforts to overcome natural disasters, so this is a challenge for local communities around the area.

Here are some SWOC exposure factors at Kometa Archery:

1. *Strength Factors*

Strength is an internal advantage of an organization, community or company. Referring to positive factors can provide

strategic advantages. This strength can provide an overview of the aspects that make the organization superior in the external business environment. The strength of Kometa Archery is to empower the community so that people are given opportunities and also create job opportunities so that they can and help manage tourism resources more effectively. Increase the creativity of the community to participate in the process of managing and developing tourist destinations so that the community can create a mutually bound relationship between tourism, the environment and local communities. The tourist destination area can be better maintained, the community is actively involved in helping to maintain the environment so that it can prevent damage caused by tourism activities.

2. Weaknesses Factor

Weakness or strength is one of the factors to identify the weaknesses of an organization, referring to internal initiatives that have weaknesses and analyzing strengths and weaknesses to create a basis for success. According to [26] Weakness is a shortage or limitation in terms of existing resources in the organization, be it skills or abilities that are a barrier to organizational performance. Limitations or deficiencies in resources, skills and capabilities that seriously hinder the effective performance of the organization. The weaknesses of Kometa Archery are less strategic location so that many people do not know this destination, lack of promotion even though this destination has attractive tourist attractions, but promotion and marketing are less effective, causing low interest in visiting tourists, vulnerable to natural disasters, the location of Kometa Archery is very close to the coastal river.

3. Opportunity Factors

Opportunity is an external condition that can be utilized by the community to improve development to create a positive impact on the organization, community or company. The opportunity owned by Kometa Archery is with tourism potential that can be developed so as to attract cooperation opportunities from private companies and

local governments to take part in tourism development. Opportunities to develop education and training on archery while developing tourist attractions and expanding the range of tours so that they can attract more visitors.

4. Challenge Factors

Challenge or challenge is an external thing that is seen as a challenge that must be exceeded. According to Baharuddin (2017) Challenges are unfavorable environmental factors in the organization if not overcome, it will become an obstacle for the company concerned both now and in the future. The challenge faced by Kometa Archery is that at this time there are many tourist destinations around Ciliwung Condet, so this is a challenge for managers and local communities in making innovations that differentiate Kometa Archery from other destinations. Managers also have not done much marketing, especially through social media, this is also a challenge because by doing a lot of marketing through social media more and more people can find out about Kometa Archery destinations so that it can lead to an increase in tourist visits, and Kometa Archery does not yet have natural disaster management efforts, so this is a form of challenge and manager efforts in the event of a natural disaster.

5. CONCLUSION

Based on the results and discussion above, it can be concluded that Kometa Archery has a management system that is managed by the local community, starting from site management, financial management, to cleaning management. A community-based tourism management system requires collaboration between the community and local government to achieve tourism sustainability. Kometa Archery implements community-based tourism and involves the local community. This can be seen from the management at Kometa Archery which comes from the surrounding community, as well as traders, warpingkal managers and parking lot administrators who are managed directly by the surrounding community. With the

involvement of the community around the Kometa Archery area, it has a positive impact on the surrounding community, namely helping the community economically and opening up employment opportunities for the community around the Kometa Archery area, and with this community involvement it helps to maintain kinship between the surrounding community.

SUGGESTION

Suggestions for Kometa Archery can be better in marketing management, especially social media, it can be further improved




regarding the content or information provided through social media, this is because it can attract the enthusiasm of the public both from Jabodetabek and outside the region. There is a lack of directional signs to enter the Kometa Archery area, so that if new visitors have difficulty finding the Kometa Archery location, this can be supplemented with directional signs or information boards. The research suggestions for future researchers are that they can develop research objectives that they want to research and focus more on what will be researched, and it is hoped that they can get more sources to complete and strengthen the data.

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