

Identification of 5A in Curug Leuwi Hejo

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ABSTRACT

Tourism has an important role in the Indonesian economy, including in Bogor which has attractive natural tourism potential. One of the natural tourist destinations in Bogor is Curug Leuwi Hejo in Cibadak Village, Sukamakmur District, Bogor Regency. This study aims to examine the experience of tourists visiting Curug Leuwi Hejo and analyze the 5A strategy carried out by the manager to improve the tourist experience. The research method used is qualitative with observation techniques and interviews with tourists. The approach in this research is descriptive qualitative and SWOC analysis. The results showed that Curug Leuwi Hejo has the potential for natural attractions that attract tourists. In addition, the manager has also provided adequate accommodation for tourists. However, there are limitations in infrastructure development and destination promotion. Therefore, a more optimal development strategy is needed to improve the tourist experience in Curug Leuwi Hejo. In conclusion, this study provides guidance for destination managers, government, and local communities in optimizing the 5A strategy for Curug Leuwi Hejo tourism development. Further research can be carried out with different methods and instruments to obtain more accurate results.

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1. INTRODUCTION

Tourism is one of the sectors in Indonesia that has a very large role in receiving alternative foreign exchange in national economic development. Indonesia, which has natural wealth, culture and different customs, is the main capital in tourism (Nugraha & Nurani, 2022). One of the areas with tourism potential is Bogor, a tourist destination that has a lot of tourism potential, such as natural tourism, cultural tourism, and others. This includes the hospitality of the population, the plurality of

the community, and the number of residents who can participate in tourism [2].

A tourist destination can be known and crowded with tourists, because it has an interesting tourist attraction and attraction. But if a tourist destination continues to apply the same thing and does not increase its attractiveness anymore, the tourist destination can decrease in demand, and can even have a negative impact such as a decrease in visitors (Nugraha & Nahlony, 2023). Some steps that can be taken to stabilize a tourist destination are, evaluating or

developing tourism, increasing attractiveness such as adding tourist attractions, the right marketing, the right promotion, and much more [4].

Based on this statement, the author is interested in conducting further analysis on the development of a tourist destination. A tourist destination must have several components called 4A components, where a tourist destination must consist of attractions, amenities, accessibility, and ancillary [5]. However, various studies have been carried out by tourism experts and tourism managers, the component was developed again into 5A which adds an accommodation component (accommodation), the component is added because tourism is recommended to provide a place to stay or temporary residence around tourist destinations for people who are traveling [6].

One of the natural attractions in Bogor named Curug Leuwi Hejo, especially in Cibadak Village, Sukamakmur District, Bogor Regency, attracted the attention of researchers to conduct further research on the development of tourist destinations there. Curug Leuwi Hejo Tourism is owned by Perhutani KPH Bogor and LMDH Wana Sejahtera and LMDH Badak Lestari [7]. The place has an area of 14 Ha. This tourist area has potential with the attraction of beautiful natural scenery supported by clear waterfalls with rocks, enjoying the water by swimming, photo spots, cliff jumping, as well as a beautiful atmosphere and natural coolness felt by tourists for vacation [8].

Based on the explanation above, the formulation of the problem of this study is, How is the application of component 5A in Curug Leuwi Hejo? How is the development of Curug Leuwi Hejo tourist destinations today? Why is it necessary to analyze the development of tourist destinations in Curug Leuwi Hejo? From the formulation of the problem, this study aims to determine the application of the 5A component in Curug Leuwi Hejo, find out the experience of tourists visiting Curug Leuwi Hejo to be used as a guideline in optimizing the 5A strategy, and provide guidance to destination managers,

government, and local communities in an effort to create the development of Curug Leuwi Hejo tourism and become a reference in conducting further research.

2. LITERATURE REVIEW

2.1 *Natural Tourism Destinations*

According to Law No. 10 of 2009 concerning tourism, tourism destinations are geographical areas that are in one or more, administrative areas, in which there are tourist attractions. There are public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism [9].

Tourism destinations do not only include administrative areas, including tourist attractions, tourism support facilities (transportation, information centers, restaurants, toilets, tour attendants), public facilities (security, worship, finance, health), accessibility in tourism and when heading to tourist destinations, as well as public relations and the environment [10].

In this study, the author chose to analyze the development of natural tourist destinations. Natural tourist destinations are tourist destinations, in which there are elements Beautiful and attractive natural scenery, as well as the original living environment [11]. Natural tourism destinations offer natural resources, accessibility that makes it easy for tourists, good facilities, and interesting tourist attractions [12].

2.2 *Tourism Development*

Tourism development is one part of economic development in order to increase economic growth in a country. So that it can create jobs for the wider community which can later increase the income of the community as a whole which can ultimately increase the prosperity of the

community [13].

One way to analyze tourism development is to pay attention to the 5A component applied by a tourist destination. Here are the 5A components [14]:

1. Attractions. Attractions are the most important product element because they are the core reason why tourists are willing to sacrifice to visit a tourist destination.
2. Amenities. Amenities are all that can facilitate and serve destination tourists in carrying out their tourist activities. In Government Regulation No. 50 of 2011 concerning the National Tourism Master Plan for Development 2010-2025, implicitly attention is that destination product amenities consist of three categories, namely public infrastructure, public facilities and tourism facilities.
3. Accessibility. Accessibility is not only in modes of transportation that can be used, but also such as ease of achievement to destinations for example can be accessed through public and private transportation, good road access, no significant congestion, availability of gas station services, tire patching, eating and drinking, etc.
4. Ancilari/Ancillary Services. The additional services in question are services that must be provided by the local government, both for tourists and tourists. Additional services such as marketing (tourism information service,

pamphlets, tourist biographies, books, posters, maps, tour guides), physical development (statues, city lights, public space) and laws and regulations.

5. Accommodation (Accommodation). Accommodation is something that is provided to meet needs such as a place to stay or temporary housing for people traveling.

2.3 SWOC Analysis

SWOC analysis is an analytical method used to identify internal factors and external factors that affect an organization. SWOC analysis is divided into four categories, namely, Strength, Weakness, Opportunity, and Challenge. Here is an explanation of each of these categories [15] :

1. Strength

Internal positive factors that become competitive advantages or added value for an organization. These strengths can be like, strong resources, special skills, good reputation, or other factors that give it a relative advantage.

2. Weaknesses

Internal factors that limit the performance or potential of the organization. These weaknesses can be such as, lack of resources, limited expertise, inefficient organizational structure, or other problems that hinder progress.

3. Opportunity

External factors that can be utilized by the organization to achieve goals or improve performance. Opportunities could be such as, changes in market trends, supportive government policies, technological developments, or other favorable situations.

4. Challenge

External factors that can hinder the success of the organization. Challenges can be such as, strong competition, regulatory changes, market risk, or other factors that complicate the organization.

This SWOC analysis can help organizations to know the position in their external and internal environment, so as to plan effective strategies to exploit strengths and opportunities, as well as overcome weaknesses and challenges.

3. METHODS

Data collection was carried out by direct observation and interviews with the managers and tourists of Curug Leuwi Hejo. This research was located in Curug Leuwi Hejo, Cibadak Village, Sukamakmur District, Bogor Regency. This research uses qualitative research, namely research that describes objects, phenomena, and social conditions from data and events in the field in the form of text, words, and images [16]. The analysis techniques used are qualitative descriptive and SWOC analysis.

Qualitative descriptive analysis is analyzing phenomena or events socially. This analysis technique utilizes qualitative data and is described descriptively. Qualitative descriptive analysis goes deeper into the characteristics, qualities, and relationships between activities. This analysis can also understand the attitudes, conflicts,

relationships and views of the scope of respondents. The results of the analysis will display the data as it is or not through a manipulation process [17].

SWOC analysis is used to understand the position of the external and internal environment of Curug Leuwi Hejo, so as to identify effective strategies to exploit strengths and opportunities, and overcome weaknesses and challenges [18].

4. RESULTS AND DISCUSSION

4.1 Curug Leuwi Hejo Profile

Curug Leuwi Hejo, one of the tourist destinations located in Cibadak Village, Sukamakmur District, Bogor Regency. This waterfall has an area of 14 Ha. This destination was opened to the public for the first time in 2014. The destination is currently owned by Perhutani KPH Bogor and LMDH Wana Sejahtera and LMDH Badak Lestari. This waterfall is called Leuwi Hejo because it has its own meaning, Leuwi means basin or pond, while hejo means green [19].

Around the destination there are four other waterfalls, namely Curug Leuwi Liek, Curug Leuwi Ciung, Curug Leuwi Cepet and Curug Baliung. The distance between one waterfall and the other only takes about 5-15 minutes by tracking. Curug Leuwi Hejo's operating time is from 08.00 to 17.00 WIB and is open every day. The entrance ticket to Curug Leuwi Hejo is very affordable, only with IDR 15,000 visitors can enjoy the beauty of Leuwi Hejo.

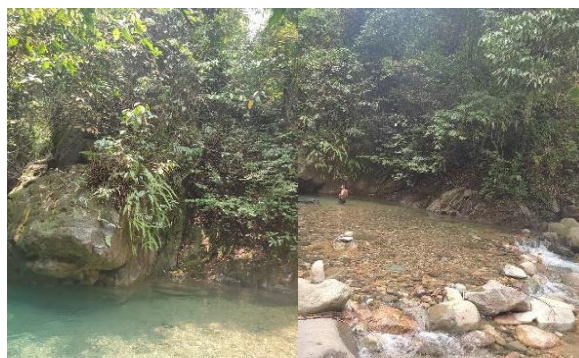


Figure 1. Leuwi Hejo Waterfall

Source : Observation, 2023

4.2 5A Component at Curug Leuwi Hejo

Attractions

Curug Leuwi Hejo offers interesting attractions in the form of body jumping, beautiful photo spots with a charming natural background, trekking through green forests with clear river flows, and the opportunity to swim in amazing waterfall pools. The body jumping experience brings the sensation of jumping off a cliff into the water amazingly, while photo spots allow tourists to capture the beauty of the surrounding nature. Trekking provides adventure through relaxing nature, and swimming under waterfalls strikes the perfect balance between adventure and relaxation. Curug Leuwi Hejo is a charming destination for nature and adventure lovers.

Amenities

Curug Leuwi Hejo provides several amenities such as public toilets, places of worship (musholla), and places to eat. Although there are public toilets, unfortunately, the hygiene conditions are often inadequate. In addition, the existence of a prayer room provides convenience for tourists who want to worship. However, tourists need to be careful with the relatively expensive price of food around the location. While these amenities are available, improvements may be needed in terms of toilet cleanliness and more affordable food prices to make the traveller experience more satisfying.

Accessibility

Accessibility to Curug Leuwi Hejo can be considered quite easy, which makes it easier for tourists to reach its natural beauty. However, it should be noted that its current road conditions are not yet fully adequate, and road improvements will be an important step to improve the travel experience. Nevertheless, with proper efforts and improvements, Curug Leuwi Hejo still offers potential as an attractive tourist destination for adventure seekers and nature lovers who want to enjoy its enchanting natural charm.

Ancillary

In Curug Leuwi Hejo, there are various facilities and ancillary such as road signs that direct tourists to Curug Leuwi Hejo are very helpful in reaching this destination. Pamphlets, books, posters, and maps provide additional information about the attractions and activities available around the area. There are also physical elements such as statues and city lights that add to the feel and visual appeal. Although many of these facilities and elements are available, it is unfortunate that there are no active tourism information services, and there are no clear regulations regarding illegal levies. This has a negative impact on the comfort of tourists due to the presence of annoying illegal levies. Improvements are needed in terms of informing and enforcing regulations to ensure a better traveller experience.

Accommodation

Accommodation at Curug Leuwi Hejo is limited because there are no inns located near this destination, which is due to inadequate road access conditions. However, travelers still have the option to stay about 10-20 km away at places like Lorin Hotel Sentul and Penginapan Si Mas. Although the distance is a bit far, these inns can be a convenient choice for tourists who want to explore Curug Leuwi Hejo and its surroundings without having to travel long.

4.3 SWOC Analysis of Curug Leuwi Hejo

Here is the SWOC analysis (Strengths, Weaknesses, Opportunities, Challenges) for Curug Leuwi Hejo:

Strength

Curug Leuwi Hejo has a power that makes it attractive to visitors. This destination offers a variety of interesting tourist attractions, such as beautiful waterfalls and challenging nature trekking. Parking facilities there are quite adequate, this can make visitors more comfortable when visiting. This location is very close to the main road access, making it easy to access for visitors. Local

merchants also support the destination, providing a variety of additional products and services. Around this destination is also supported by the existence of lodging places for people who travel.

Weakness

Despite these strengths, Curug Leuwi Hejo also has several weaknesses that need attention. Some of the disadvantages are, the lack of variety of tourist attractions that can limit the tourist experience, limited and inadequate public facilities, lack of public transportation to get to destinations that are obstacles for visitors, the variety of products and services is also limited, and the lack of quality lodging options that reduce the attractiveness of these destinations for tourists.

Opportunity

Putting aside the weaknesses, this destination also has opportunities that can be used to increase the potential of Curug Leuwi Hejo. Opportunities such as, developing ecotourism activities that can increase the interest of tourists who care about the environment, building additional recreational facilities, improving road infrastructure that can facilitate and provide comfort for visitor access, as well as business cooperation with local parties to increase the variety of additional products and services in these destinations.

Challenge

Not to be ignored, Curug Leuwi Hejo is also faced with several challenges that need to be watched out for. The challenges of these destinations are, efforts to maintain the authenticity of their natural environment (considering the risks from human activities), maintenance and management of facilities are challenges of the destination that must be faced, parking problems need to be managed properly to maintain the safety and comfort of visitors, as well as maintain service quality and maintain cleanliness.

To optimize the experience at Curug Leuwi Hejo, it is necessary to increase the

promotion of attractions such as body jumping, trekking, and swimming, as well as the provision of tour guides. In addition, it is important to improve the cleanliness of public toilets and offer food options at more affordable prices. Improving road conditions to the location also needs to be prioritized, and the establishment of a Tourism Information Center can help provide better information to tourists. Strict supervision is needed to prevent illegal levies. Although there are no lodgings near Curug Leuwi Hejo, the promotion of lodging around the area can make it easier for tourists to choose a comfortable place to stay. With these measures can increase attractiveness and provide a better experience for tourists.

5. CONCLUSION

Based on the results of the research described above, it can be concluded that Curug Leuwi Hejo has great potential as an attractive tourist destination with stunning natural attractions. However, some drawbacks such as inadequate toilet hygiene, high food prices, and road conditions that need to be improved can affect the tourist experience. There are opportunities to improve infrastructure, tourism information services, and tariff settings to create a more satisfying travel experience. Challenges involve limited accommodation and inactivity of tourism information services which can be overcome by the promotion of lodging around the area and the establishment of Tourism Information Center. With these improvement measures, Curug Leuwi Hejo has the potential to become a more attractive and comfortable destination for tourists. The management must make more efforts in developing and increasing tourists visiting Curug Leuwi Hejo tourist destinations by involving the government and local community. Some recommendations and suggestions:

1. Increase promotion and information about activities such as body jumping, trekking, and swimming.
2. Providing an experienced tour

guide can also provide deeper insight to tourists.

3. Improve prayer room facilities and toilet cleanliness to provide extra comfort for tourists.
4. Working with local authorities to improve road access.
5. Established a Tourism Information Center to provide information and guidance to tourists.
6. Cooperate with the government and conduct strict supervision to prevent annoying illegal levies.
7. Promoting lodging around the location more actively so that tourists can find out the choice of comfortable and affordable places to stay.
8. For further researchers, increase the time period used if conducting similar studies in order to get better

and more accurate results.

In the process of conducting this research, there are limitations that may affect the results of the study, namely the limited research time, energy, and ability of researchers and conclusions drawn only based on the acquisition of data analysis, it is expected that there will be further research on this topic with different research methods, and the use of different and more complete research instruments.

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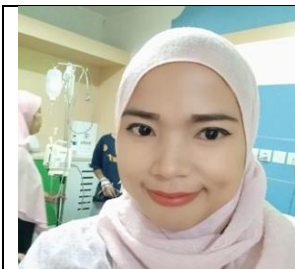
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