

Inventory of Potential Attraction of Sungai Langka & Wiyono Village as Cocoa Tourism Village Program at Pesawaran Regency

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Abstract

Purpose: This article aims to determine the potential and perceptions of villagers towards tourism objects as the result for become Cocoa Village at Pesawaran Regency.

Method: This research descriptive qualitative with data collection techniques by distributing questionnaires, interviews, and observations at the locus area.

To see the public's perception of the tourism aspect in Sungai Langka Village and Wiyono Village, this study used the IPA (Importance Performance Analysis) technique.

Results: The results show that the Sungai Langka & Wiyono Village has a complete tourism object like natural tourism attraction, cultural tourism attraction and artificial tourism attraction. There are adequate primary and secondary facilities, as well as accessibility to the object. Local people perceptions of the attractiveness of tourist objects in Sungai Langka & Wiyono are very good in terms of natural scenery, cultural wealth, artificial tourism potentials, and accessibility.

Limitation: This research was only conducted at used only revolves around the building and construction that in 2018 until 2020, firms from the subsector should be registered on the Indonesia Stock Exchange

Contributions: This exploration has contributed to the enrichment of aspects of the management accounting literature, especially in construction and building sub-sector companies.

Keywords: *Tourist Attraction, Community Perception and Tourism Potential*

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1. Introduction

Tourism is currently one of the three leading sectors listed in the Regent of Pesawaran Regency's work vision. This condition is politically advantageous for the growth of the tourism sector in Pesawaran Regency. Tourism activity in Pesawaran Regency is now centered in coastal areas and small islands, despite the fact that this Regency possesses rich natural resources that have the potential to be developed as a tourist destination. The Lampung Provincial Government, which is also supported by the Pesawaran Regency Government, has now designated Sungai Langka & Wiyono Villages in Gedong Tataan District as cocoa villages. The declaration of cocoa village status in these two villages is in line with the OVOD program "One Village One Destination" which was launched by the Regent of Pesawaran Regency. From the regional advantages held by Sungai Langka and Wiyono Villages, which have a history of successful cocoa commodity management as a village commodity and even a superior commodity in Pesawaran Regency, it is very possible to transform these two villages into cocoa villages that can be integrated. According to the Lampung Province RIPPANDA 2012-2031, the position of Gedong Tataan District is in the pattern of visits from Bandar Lampung City - Tanggamus Regency.

Therefore, geostrategically, it becomes very potential to be developed from the tourism sector because it is in the main route of the travel pattern. To develop the economy and increase the income of rural communities in accordance with the potential of each village, Pesawaran Regency Government has established 50 Tourism Villages in Pesawaran Regency through the Pesawaran Regent Decree Number 320/IV.04/HK/2018 on 26 July 2018 concerning Determination of Pesawaran Regency Tourism Village. This shows that rural-based tourism showing the advantages of tourism potential in each village is one of the priorities of Pesawaran Regency.

This research was also led by the discussions between the Pesawaran Regency Government and the State Polytechnic of Lampung, which resulted in the following topics:

1. Pesawaran Regency focused on the development of its region to become a cocoa center in Lampung Province and even on a national level;
2. In addition to the plantation and livestock sectors, the tourism sector was projected to be a driving sector for the program;
3. Sungai Langka and Wiyono were declared as Cocoa Villages by the Lampung Provincial Government;
4. The tourism village of Wiyono using Dam C as the main tourist attraction is currently in decline;
5. Wiyono Village has land that is potential for tourism purposes;
6. There has not been any package or development of chocolate resource-based tourism potential;
7. Sungai Langka and Wiyono have an interrelated and potential destination since the proximity of access and the cocoa plantations of the two villages;
8. The community desire to develop cocoa as a resource and tourism as a derivative.

(Budiasa & Ambarawati, 2014) To establish an ideal and sustainable tourist attraction, It needs an inventory that includes an assessment of the area and tourist attraction. Until now, no such research has been conducted at the research location, therefore the opportunity for its implementation is wide open and necessary. The research on the inventory of tourist attractions looked into 3 major aspects in the Sungai Langka and Wiyono villages: (1) the potential for regional landscapes; (2) the potential for natural, cultural and artificial tourist attractions; and (3) the perception of the community as the rightful owner of the tourism industry in their territory.

2. Literature Review

2.1 Tourism Destination

Tourism destination is a unity of supporting elements of the tourism industry which consists of facilities and services that have been prepared to meet the needs of tourists. An area can be said as a tourist destination, if in that place or area there are at least four elements commonly referred to as 4 "A" namely: attractions, accessibility, amenities or facilities, and ancillary services (Goeldner & Ritchie, 2012).

According to Wall and Mathieson (2006) tourist destinations are divided into 3 elements, namely:

1. Dynamic Elements: namely elements that involve the decision to travel. Factors that influence tourists' decisions to determine tourist destinations include social, economic, and institutional conditions at the intended destination
2. Static Elements: namely elements related to the state of the economy, environment, and social systems found in a destination
3. Consequential Elements: namely elements related to the effects arising from the contact that occurs between visiting tourists and all aspects that facilitate tourists to travel.

2.2 Tourist Attraction

The discussion about the assessment size for a tourist attraction has been going on for a long time, many experts have tried to define the description of a tourist attraction and divide it into separate classes for each type of attraction. One of the experts who talked about classifying the types of tourist attractions is (Lohmann & Panosso Netto, 2017) who considered that attractions are divided into 4 aspects, namely:

1. Natural Attraction : Scenery, weather, beach
2. Built Attraction : Historical site and memorial park

- 3. Cultural : Museums and art galleries
- 4. Social : Activities directly related to human behavior

Attraction is also something interesting (Attract), as a magnet, has the effect of attracting, and has a factor of attraction for tourists (Leiper, 1990). Attractions or tourist attractions are also an important factor for the running of a tourism system in a tourist destination. Fundamentally, tourist attraction is the part most sought after by tourists to be able to come to a tourist destination.

2.3 Agrotourism

Agro-tourism is a tourism activity that utilizes the potential of agriculture or plantations as a tourist attraction, both in the form of natural scenery of agricultural/plantation areas and agricultural production activities such as picking their own agricultural produce. The level of contribution of tourism to the agricultural and plantation economy will differ in different locations depending on the main livelihood of the local population (Ginting, Lubis, & Intan, 2020). As previously explained that agro-tourism activities are basically activities that increase the economic value of owned agricultural or plantation resources. The selling price of crops from a land that is used as an agro-tourism location can be higher than a harvest location that is only used according to its designation. The concept of agro-tourism is also very close to implementing the concept of sustainable tourism. In the implementation of agro-tourism activities it is closely related to economic feasibility for farmers/planters, environmentally friendly, fair and socially acceptable, and in accordance with local customs whose purpose is to improve the quality of life of the surrounding community (Budiasa & Ambarawati, 2014).

2.4 Community Perception

Community is the main owner of the running of tourism activities in their area. Community acceptance of tourism activities, especially tourism activities managed by the community itself is important because it will have an impact on the sustainability of tourism activities in the region (Riyadi, Yuliari, & Perdana, 2023). In research on the inventory of tourist attractions, it is better not to rule out the condition of acceptance from the community itself because basically the participation of each community will go straight with the level of acceptance for tourism activities in their environment, therefore it can be said that participation is the key to sustainable tourism (Maiden, 2008). Particularly in the implementation of tourism activities in rural areas, which generally have close contact between the wider community and tourism activity operators and tourists, the level of acceptance from local communities who act as hosts becomes crucial and serves as a benchmark for these tourism activities to continue.

3. Research Method

The research was conducted in Sungai Langka & Wiyono Villages, Pesawaran Regency. The research was planned to last for six months, starting from May to November 2022. This research used primary data and secondary data. In this study, the primary data were obtained from observations and interviews, while the secondary data were obtained from desk research results. Primary data contain data and information related to the existence of potential tourist attractions in Sungai Langka and Wiyono Villages, while secondary data contains online data and information and literature study. Observations were made at the locations of Sungai Langka and Wiyono Villages. Meanwhile, interviews were conducted with stakeholders involved in the tourist attraction of The Cocoa Villages Sungai Langka and Wiyono. The data were analyzed using a mixed method, which combines quantitative and qualitative research methods.

To see the public's perception of the tourism aspect in Sungai Langka Village and Wiyono Village, this study used the IPA (Importance Performance Analysis) technique. This technique was used to find out the level of community expectations compared to the current actual conditions. The initial output of this analytical technique is a net diagram that measures the level of conformance of expectations and the reality of residents' views on tourism. (Maiden, 2008) After attaining the desired level of suitability, it was put into a Cartesian diagram to group into four quadrants which features are important to develop and which are not.

The database obtained was the reference for discussions with a sustainable community development approach. Furthermore, the discussions were in a qualitative descriptive manner to see further the conditions of expectation and reality in the community from the Cocoa Village Development in Wiyono Village and Sungai Langka. Research variables are everything in any form determined by the researcher to be studied so that information is obtained about it to draw conclusions. The following table describes the research variables.

Table 1. Operational Research Variables

No	Variable	Sub Variable	Dimensi		Indikator	Data collection
1	Landscape Potential		1. Landform 2. Vegetation 3. Fauna	4. View 5. Rarity	Potential	Observation
2	Tourism Attraction Potential	Natural Tourism Attraction	1. Uniqueness 2. Rarity	3. Resilience 4. Seasonality	Potential	Observation
		Cultural Tourism Attraction	1. Uniqueness 2. Rarity	3. Resilience 4. Seasonality	Potential	Observation
		Artificial Tourism Attraction	1. Uniqueness 2. Rarity	3. Resilience 4. Seasonality	Potential	Observation
3	Community Perception		1. Condition of tourist attraction 2. Existence of Natural Tourism Potential 3. Existence of Cultural Tourism Potential 4. Existence of Artificial Tourism Potential 5. Community Role 6. Government Role 7. Role of Private sector		Scoring Scale 1 - 5	Observation and Interview

Source: Processed Data, 2022

4. Results and Discussion

In general, when considered from a demographic standpoint, the pattern of community life in Wiyono Village and Sungai Langka still represents the pattern of life of rural communities whose economic support is still primarily reliant on the agricultural and livestock industries. This circumstance can be stated to be consistent to build a cocoa tourism village in both villages.

4.1 Analysis of the Potential of Tourist Attractions

Generally speaking, tourism activities in rural areas still rely on geographical conditions (Dann et al., 2001). Developed tourism villages were able to maximize the landscape conditions where the village is located (Asker, Boronyak, Carrard, & Paddon, 2010). This explains that the landscape of an area can be influential for the development of tourism activities in the area. Similar situations can be seen in Sungai Langka Village and Wiyono Village. They maximize the landscape condition of their area as a potential tourism activity as two villages that were initiated to become pilot cocoa villages in Pesawaran Regency. Sungai Langka Village and Wiyono Village are located at the foot of Mount Betung in Pesawaran Regency. The land conditions of Sungai Langka Village and Wiyono Village, like those of other highland areas, are classified as fertile soil types.



Figure 1. Landscape of Sungai Langka Village
Source: Researcher Documentation, 2022

Only Wiyono Village has agricultural land, while Sungai Langka Village has no agricultural land at all. This is because Sungai Langka village is more likely to be located on a slope, making it difficult to find flat land with a suitable irrigation system to be used as agricultural land.



Figure 2. Rice Field in Wiyono Village
Source: Researcher Documentation, 2022

The scenery is one of the main keys for a region that is attempting to develop tourism activities. One of the biggest reasons for tourists to visit a tourist attraction is the view that is rarely found in their place.

4.2 Analysis of the Potential of Natural Tourism Attractions

A natural tourist attraction is a tourism potential that comes from conditions, types of flora and fauna of an area, landscapes such as beaches, forests, mountains and others (the physical condition of an area). One of the most important factors in the development of Sungai Langka Village and Wiyono Village as cocoa tourism destinations in Pesawaran Regency is the existence of potential natural tourist attractions (Agustina & Muliadisa, 2023). The fundamental concept of tourism activities like Cocoa Village must prioritize cocoa plantation land as its main natural tourist attraction. Furthermore, the existence of a direct view of the city of Bandar Lampung is also an advantage for the Sungai Langka Village and Wiyono Village.

Table 2. the Potential of Natural Tourism Attractions

Indicators	Descriptions
Uniqueness	<ul style="list-style-type: none"> • The uniqueness of Sungai Langka and Wiyono villages that support Pesawaran Cocoa Village is the existence of the cocoa plantation. • Rubber, nutmeg and citrus plantations as complementary tourist attractions • View of Mount Betung from the rice fields • Waterfalls in Wiyono Village • The view of Bandar Lampung City
Rarity	<ul style="list-style-type: none"> • Characteristics of similar natural tourism attractions are rare. • Pesawaran Regency's first cocoa center
Resilience	<ul style="list-style-type: none"> • the plantation sector is categorized as not at risk because it is also the livelihood of the residents • Cocoa plantations are vulnerable to pests • Because it is located in Wan Abdulrachman Forest Park, the waterfall area's natural condition is guaranteed.
Seasonality	<ul style="list-style-type: none"> • The view and the existence of cocoa, nutmeg, and rubber plantations can be enjoyed all year • Only citrus orchards have certain seasonal conditions in a year

Source: Processed Data, 2022

4.3 Analysis of Potential Cultural Tourism Attractions

Cultural tourism attraction comes from the daily life of the people living in an area (Leiper, 1990). Cultural tourism attraction in Sungai Langka Village and Wiyono Village mostly comes from Javanese culture. This is because the majority of the people in the two villages are Javanese. There are various cultural tourism potentials in Sungai Langka Village and Wiyono Village including dance, martial arts, and sound arts (Hastjarjo, 2023). The Kuda Lumping dance is one of the existing and preserved arts in these two villages. As previously said, because the Javanese tribe is the majority of the population in Wiyono Village and Sungai Langka, this traditional Javanese art form is still prevalent in the two villages.

Table 3. the Potential of Cultural Tourism Attractions

Indicators	Descriptions
Uniqueness	<ul style="list-style-type: none"> • Traditional Javanese indigenous peoples' arts, the majority of whom live in Sungai Langka Village and Wiyono Village. • Crop cultivation practices based on community habits
Rarity	<ul style="list-style-type: none"> • The rarity level of this form of art is not yet high in the largest areas because there are still many people who come from it. But, this is unique because it is located in the Lampung area, which is quite far from the center of Javanese culture.
Resilience	<ul style="list-style-type: none"> • There are currently studios in Sungai Langka Village and Wiyono Village that preserve art activities. • There are still a lot of young people in Sungai Langka and Wiyono Villages who want to be involved in preserving this art.
Seasonality	<ul style="list-style-type: none"> • Kuda Lumping art performances cannot always be enjoyed unless there are special activities at special moments for each village, such as independence day and village birthday.

Source: Processed Data, 2022

4.4 Analysis of Artificial Tourist Attraction Potential

These artificial tourist attractions include recreational and entertainment facilities or theme parks, integrated rest facilities, as well as recreational and sports facilities (Dann et al., 2001). There are currently several potential artificial tourist attractions in Sungai Langka Village and Wiyono Village. Currently, the availability of existing artificial tourism facilities, one of which is a simple bathing pool along with Pak Toni's Gazebo and Dam C, which is a small lake for water storage in Wiyono Village.



Figure 3. Toni's Bathing Pool & Dam C Wiyono
Source: Researcher Documentation, 2022

Based on the landforms and geographical conditions of Wiyono Village and Sungai Langka, these two villages have the potential to develop outward-bound tourism activities, such as campsites and also flying fox facilities.

Table 4. The Potential of Artificial Tourism Attractions

Indicators	Descriptions
Uniqueness	<ul style="list-style-type: none"> • The existence of potential artificial attractions from the colonial era • Utilization of potential space for the creation of artificial tourism for outward bound activities • Utilization of potential space for observation point facilities from a height
Rarity	<ul style="list-style-type: none"> • A tourist attraction “Pekon Janda”, with its historical side serving as a scarcity strength

Indicators	Descriptions
	<ul style="list-style-type: none"> Several areas in Sungai Langka Village and Wiyono Village rely on the availability of open terrain as a potential artificial tourist attraction.
Resilience	<ul style="list-style-type: none"> The resilience of artificial tourist attractions is highly dependent on the management of the artificial tourist attraction itself. This is shown by the potential existence of Pekon Janda as a tourist attraction, which is currently in disrepair due to a lack of maintenance.
Seasonality	<ul style="list-style-type: none"> Facilities to support the potential of artificial tourist attraction is available throughout the entire year.

Source: Processed Data, 2022

4.5 Community Perception of Tourist Attractions

The community, as the main actors involved in the implementation and development of tourism activities in Cocoa Village, Sungai Langka Village, and Wiyono Village, certainly have their own perspectives and expectations (Cooper, Fletcher, Gilbert, Wanhill, & Shepherd, 1998). The public's perception of the conditions of tourist potential and their expectations for this potential are crucial factors to consider (Lohmann & Panosso Netto, 2017). This is because the more people who are aware of the region's tourism potential, the greater the opportunity for tourism activities to develop in the region. This study also aims to determine the community perceptions of the current conditions of tourist potential in Sungai Langka Village and Wiyono Village, as well as community development expectations for each of these tourism potentials. The following are 7 aspects of tourism that have been assessed by the community in terms of current conditions and expectations for each of these aspects:

- The overall condition of tourism in Wiyono Village and Sungai Langka
- Existence of natural tourism potential (cocoa plantations, landscapes, waterfalls, rivers, etc.)
- Existence of cultural tourism potential (handicrafts, traditional arts, traditional culinary)
- The existence of artificial tourism potential (reservoirs, baths, outbound activity areas)
- The role of the community in developing cocoa village tourism
- The role of the government in developing cocoa village tourism
- The role of the private sector in developing cocoa village tourism

Based on the results of research conducted by taking a sample of 17 people involved in the development program of Sungai Langka & Wiyono Cocoa Village, the index score was found as follows.



Figure 4. Score of tourism index at Sungai Langka & Wiyono Village
Source: Researcher Documentation, 2022

The data above shows that from 7 aspects related to tourism that were asked to the community who will manage the running of Kampung Cocoa, the aspect of the involvement of the private sector in the development of Kampung Cocoa tourism is the only one aspect that matches expectations and the reality of the current conditions. The community believes that the private sector's involvement will be small and that under the current circumstances, there is no private sector that has played a significant role in management. This indicates that the community's expectations for Kampung Cocoa management will

be more focused on community management. The following data were obtained based on an assessment of the level of public perception of tourist attraction potentials and included in the four (4) quadrants of the Performance Analysis Index:

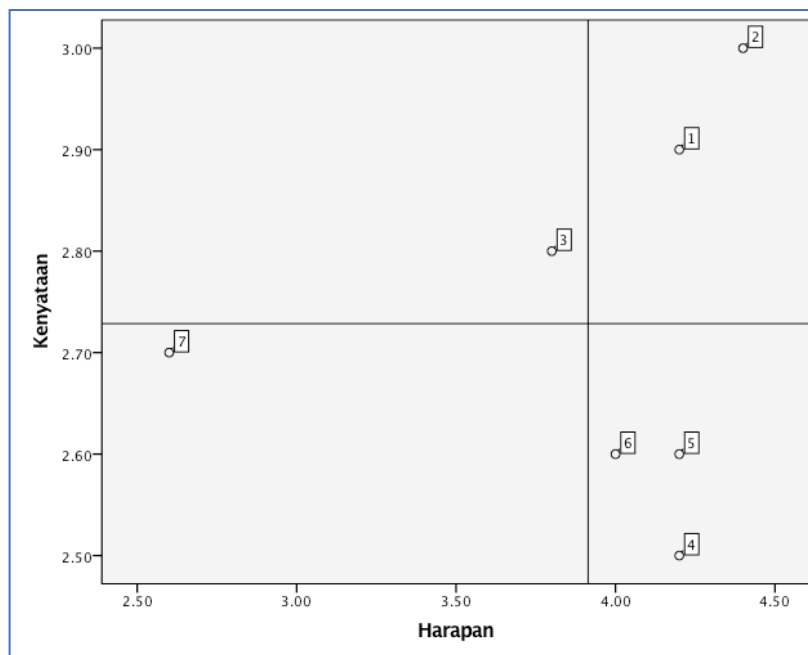


Figure 5. The Position of Index Performance Analysis of tourism aspects at Sungai Langka & Wiyono Village

Source: Data Analysis, 2022

The data above show that only the following aspects 1 and 2 were implemented suitably based on the actual conditions and the community's expectations.

- a) The general condition of tourism activities in Wiyono Village and Sungai Langka
- b) Existence of natural tourism potential (cocoa plantations, landscapes, waterfalls, rivers, etc.)

Two existing tourist attractions with significant capital to develop have also attracted more public attention. The community has recognized and observed that these two aspects of tourism are running optimally. However, the three aspects of tourism require more attention to be developed because they are included in the required quadrant, namely with high development expectations but low existing actuality. The three aspects are as follows:

- a) The existence of artificial tourism potential (reservoirs, baths, outbound activity areas)
- b) The role of the community in developing cocoa village tourism
- c) The role of the government in developing cocoa village tourism

In addition, one aspect that is not expected to be developed is the involvement of the private sector in the development of tourism activities. The community recognizes that the private sector has no role in tourism operations in Kampung Cocoa in particular. On the other hand, the community hopes that in the future, the private sector's role in the development of tourism activities will remain small, so that community involvement in development becomes more dominant.

5. Conclusion

Based on the findings of the research on the Inventory of Potential Attractions in Sungai Langka Village and Wiyono Village as Tourism Villages, the Cocoa Village Program in Pesawaran Regency has complete potentials in all four aspects of potential attractions. The community has recognized the potential for natural, artificial, and cultural tourism attractions in Sungai Langka Village and Wiyono Village in general. The community, which will become the driving force behind the Pesawaran Cocoa

Village tourism activities, believes that the private sector's engagement in management will be low, allowing the community's contribution to be much larger. The results of research on an inventory of potential tourist attractions suggest that development-planning document is required in order to develop Cocoa Village simultaneously and directedly, departing. This planning document would later serve as a guide in the development of Kampung Kakao, allowing each stakeholder to take control over the others.

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