

The Role of Kompepar in Developing Pangandaran to Become National Tourism Destination

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Abstract. Pangandaran is a Regency (Kabupaten) in West Java province. It has already long been known as a tourist destination due to numbers of tourist destinations existed in Pangandaran. However, the abundance of tourist destinations choices does not necessarily make Pangandaran crowded by tourists every day. A distant location and inadequate infrastructure become two of the main factors of why visitors only visit Pangandaran for certain times. Kompepar (shorten word of Kelompok Penggerak Pariwisata or tourism drivers group) of Pangandaran was one of the tourism drivers that has a great role to the advancement of tourism in Pangandaran. Kompepar's duty is to review and oversees a regional tourism potential with the assessment starts from the formation of their walk to tourism. Pangandaran has many natural potentials that can be developed. In addition to having the potential of Pangandaran Beach, there are also other potentials, such as mountains and rivers. This research using descriptive method with data capture techniques of in-depth interviews and observations. The selected resource is a member of Kompepar who was directly involved in the activities of the development of national tourism destinations in Pangandaran. One of the barriers to the development of tourism in Pangandaran is the large number areas of tourist destinations which make them quite hard to be well-preserved. However, Kompepar has a lot of strategies in developing the natural potentials of Pangandaran to become an attractive tourist destination.

Keywords: tourist destinations, the tourism, the actuator Pangandaran Beach.

Introduction

The local government of Pangandaran Regency has a mission to make Pangandaran a global tourism district with a safe and comfortable place to live based on religious norms in 2025. The greatest potential of Pangandaran Regency is coastal and river tourism object. There are many favorite tourist places which attract both foreign and domestic tourists. The attractions of Pangandaran are: Pangandaran beach, natural tourism park (pananjung natural reserve), shark stone beach, karas beach, madasari beach, karapyak beach,

and river tour, such as cukang taneuh (green canyon), citumang, and also Santirah river tubing. The hotel facilities are available with a variety of classes and complete services, restaurants and other entertainment venues (Pemerintah Kabupaten Pangandaran, 2017)

Based on the research conducted by (Komariah & Subekti, 2016), it is suggested that the Government of Pangandaran Regency has begun to realize the potential of ecotourism by utilizing local wisdom owned by Pangandaran community, for example, body rafting tour in citumang river, green canyon tour, natureal

reserve, and the sea tourism charms which held annually to enjoy the beauty of white sand and coral reefs. The local wisdom of Pangandaran community is their ability to live in harmony with nature and utilize the natural environment as a tourism potential while preserving and protecting nature from damage at the same time.

Kompepar Pangandaran is a group of people who drive the tourism in Pangandaran. It has a big role in the progress of Pangandaran tourism by serving a review and supervising a regional tourism. It is starting from the assessment of the potential and the formation of operational tourism course to face various problems and pros cons of the community, especially the management of tourist destinations.

Kompepar cooperates with the government of Pangandaran Regency in advancing the potential of nature and culture in Pangandaran area to serve as a national tourism destination. Based on this background, this research will discuss about the role of Pangandaran in building a national tourism destination.

Research Methodology

The method used in this research is descriptive method, ie research that describes the situation or event or observational research as proposed by Wood (Rahmat, 2004). Furthermore, Rahmat suggests that descriptive research is intended to: (1) collect actual detailed information describing existing symptoms, (2) identify problems or examine prevailing conditions and practices, (3) make comparisons or evaluations, (4) determine what other people do in facing the same problem and learn from their experience to plan and decide what to do in the future (Rahmat, 2004).

Resource person in this research is Mr. Edi Rusmiadi as chairman of Kompepar Pangandaran. Data collection using 1) In-depth interviews; 2) Observation; 3) Library Studies. Resource persons are selected using purposive samples.

Results and Discussion

Pangandaran has many natural potentials that can be developed. Besides having the potential of the beach, Pangandaran also has other potential such as mountains and rivers. Some of tourism potential in Pangandaran are:

Body Rafting

Body rafting is an activity in the wild nature along the river flow and quite

challenging. Kompepar has eight point places for body rafting in pangandaran. These eight points are at the Green Canyon, Santirah, Citumang, Jojogan, Goa Lanang, Ciwayang, Curug Taringgul, Curug Bojong and Margacinta. Body rafting at Green Canyon can be done in 2 to 3 hours. For tourists who can not swim do not have to be worried because the rafting track is divided into two, namely a small track for children and medium tracks for teens to adults. This rafting has become a popular ride for the past two years and demanded by many people ranging from children, teenagers, to adults.

River Tubing

River Tubing is a free-flowing activity above the surface of a light-flowing river using inner tires. Santirah River Tubing is located at Selasari Village, Parigi Subdistrict, Pangandaran, West Java. It is about 15 km from Pangandaran. This tourist attraction is popular around the area of Pangandaran, thus every weekend Santirah always crowded by tourists. There is also a new ride of body rafting in development process in Parakan Manggu Parigi area.

Tourism according to Mr. Edi has its own trends, such as a few years ago, many tourists interested in flying fox recreation which triggered many spots in Pangandaran to build flying fox arena. However, the trend is changing easily. Sports recreation, for example, which previously was a tourist attraction used to be visited by people who have a special interest in such types of tours, has now turned into a popular tourist destination.

Body rafting and river tubing can be categorized into ecotourism. Ecotourism is a form of tourism that is very closely related to the principle of conservation. According to Millar's thinking in (Nugroho, 2011) there are four conservation issues related to ecotourism: 1) tourism activities that tend to have mass character. Characteristics of the tourism industry generally produce a significant and massive influence. 2) Specific tourist objects. The tourism industry generally has standardized accommodation facilities with certain comforts, such as parking facilities, toilets or hotel rooms. 3) The empowerment of the local population. Even if the main ecotourism orientation is conservation, economic incentives must be flooded especially to local people. 4) Research and development. Intangible factors in natural resources are not yet widely identified. Ecotourism is a type of tourism that emphasizes the importance of conservation.

Contribution of Kompepar in Developing Tourism Potential

Contribution of Kompepar in developing tourism potential is to make people in a region 'Melek' Wisata or tourism literate. The purpose of Melek Wisata is to give a realization that Pangandaran has become a tourism district. Based on that, people would seek information about tourism and potential places to become one. After finding out such potential areas, the public will contact the kompepar to review the area.

After that, the kompepar will visit the area with figures of experts who understand about tourism. Afterwards, they will contact and interact with local people who have high spirits to form the region as a place of tourism. Kompepar also brought village governance and community leaders to negotiate the community wishes with government encouragement to determine who will run and manage the place. As the first step, Kompepar Pangandaran Regency will form a compiler for the area, starting from agreeing the name and continue with other things.

At this stage, the Kompepar see the readiness of the community and explain the positive and negative impacts of a tourism place. It is not just a positive side, a tourist place could bring a negative side, especially when many visitor come from different regions with their own culture. When the community is considered ready to learn and understand the risks, the next step kompepar do is to begin a discussion and analyze the potential of tourism. Services that need to be fulfilled in the tour are parking area, toilets, rinse/dressing room, and warung (food stalls) that will be adjusted by the distance with the best layout in accordance with the blocks that have been provided. The duties of tourism manager will be divided, starting from managing the parking lot, toilets, space rush/dressing room, foodstalls and places of worship. Therefore, the early stages of the establishment of a tourism site starts from the surrounding environment.

Kompepar Pangandaran utilize social media as one of the promotion media. Utilization is the activity of using processes, tools, objects or other sources for a certain interest. When it is devoted to the use of the media itself, it is the systematic use of the source. The process of media utilization is a decision-making process based on Yusufhadi's learning design specifications in (Damayanti, 2015).

Kompepar Training

The training conducted by Kompepar is more to the socialization of Sapta Pesona, not to the technical guiding and the guiding. If the area has started to open a ride, such as rafting attraction, Kompepar will hold water rescue training to save the water. This training is conducted for the safety of the visitors at the tourist spot, so they would feel more secure and can trust the manager of the place. There is no schedule for individual training, but it can be done in accordance with the needs of the program. Since the government is still focused on the relocation of traders, the budget would be used efficiently and let the training runs at their own expense.

At the event, the chairman of Kompepar will come with people from the field of culture, tourism development, promotion, travel agency, HPI (Indonesian Tourist Guide Association), guidance and creative economy. People from the field of creative economy will inquire about the craft and typical eating habits, while people from the field of culture will ask about the culture to kuncen (undertaker) or elders there. All the people will come there to talk together publicly about tourism with more specific discussion. For the initial cooperation, kompepar will invite travel people for promotion with the intention that the tourist will recognize this new tourist area which inserted in the package offered by travel agents related.

There are several eligibility criterias that must be fulfilled as a tourist destination which is very important for the progress of tourism in pangandaran. For example, in Purbahayu area. People living in Purbahayu said there were waterfalls, rivers, and hills that potentially become tourist attractions, and invited the Kompepar to come and see the place. It turned out that the waterfall (curug) was only 5-7 meters deep and depended on the weather. During the rainy season, the waterfall will be gushing, while at drought will become dry. Because of such circumstances it is impossible for guests/tourists to come adjusting the weather and see the scenery. It means that the development there would take a lot of efforts to do.

Sometimes there was a report of a place saying it was a nice and beautiful, but when Kompepar came and checked the place, it was not like it was told. One example is Curug Luhur in Kersaratu Village which has various problems. One of the main problems is a severe road access to get to Curug Luhur which should pass the river at knee high and would make the clothes wet. There is also a dangerous risk of falling into the river. The journey then continued

by walking as far as 1 km which will make people really get tired. There is a bridge, but it can't be used for it has been damaged. Eventhough Kompepar has a little hope over such places, the very bad condition of them would make tourists disappointed because they were not met their expectations. Kompepar consider such places as a heavy object. Moreover, the area is quite empty, as in the afternoon people are get scared because there is no life and they have returned to their village. People should be willing to enliven the place, such as establishing a food merchant or foodstalls to break the quiet. A rumor has a mystical or negative story related to the place, and it should be keep as a secret and not to be exposed to the visitors.

Kompepar never stated something improper about such places and still encourage them. If a place considered to have a difficult challenge, but has the potentiality, kompepar will keep publishing it and provide some requirements, starting from what should be shown, either culture or local art.

When selling natural tour, it is not not only the view offered, but also other things, such as tourist attractions or other unique activities. If the area sells Curug (waterfall) or river, tourists who come will just enjoy the view and take photos as a sign that they have been there, then return home. Therefore, it needs something else to offer and make the visitors stay longer.

Obstacles that experienced by Kompepar

According to Mr. Edi Rusmiadi, a chairman of Kompepar, there are some obstacles that must be coped, especially because the position of Kompepar is only to encourage people in the region that have the potential for tourism to be more motivated. After that, it is the local people themselves who must develop the tourism potential, and raise a sense of passion to improve the quality of tourism. Kompepar is only provides a consultation, guidance, and training. The obstacles mentioned are related to the official program, which means when proposing a program for tourism training, the program will have participants with the target of tourism actors. But unfortunately, the service does not facilitate the request.

Kompepar is not only once to propose a training plan. It has been two years that Kompepar operates and proposes activities which are realized. Not only with the service, Kompepar is also communicates with districts,

provinces and central government. When there is a program from the central or province government, the facilitator can help carry out its activities but the organizers and people who execute the program are remain them. Kompepar is given the opportunity to come and get 20 quotas, as the participants are friends who living in the destination. Unfortunately, the training can only be run independently by Kompepar.

Conclusion

The role of kompepar in developing tourism in Pangandaran Regency is in terms of:

In the development of tourism potential Kompepar is looking for tourism-literate people and areas that have the potential to be a tourist place. People search for information about tourism, then the kompepar do a review of areas that will be used as tourist attractions.

Kompepar also conducted socialization about Sapta Pesona, held a water rescue training for water tourism rescue aimed to guarantee the safety of the tourists and they will believe in the management of the place. Training is not done in a scheduled but in accordance with the needs related to budget's efficiency, since the government is still focused with the relocation of traders.

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