

DEVELOPMENT OF BATUTULIS PLAN AS A BOGOR CITY TOURISM AREA

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Abstract

Tourists take historical tours to experience firsthand the places and activities that depict the history of the people in the past. The trend of tourism activities that are in great demand by tourists encourages the provision of tourism activities that involve story telling and are thick with adventure values. To find out the extent to which the potential in the Batutulis and Lawanggantung areas of South Bogor District can be developed, it is necessary to prepare a detailed plan as a strategy and direction for the development of the Batutulis and Lawanggantung areas of South Bogor District as a City Tourism Strategic Area (KSPK). The purpose of the researcher is to identify the potential for the development of the Batutulis City Tourism Strategic Area (KSPK), South Bogor District. The data analysis methods used are quantitative and qualitative. Based on the evaluation obtained during this Community Service activity, it can be concluded that the Batu Tulis City Strategic Area Plan (KSPK) is an effort to support tourism activities which are expected to increase economic activities and community welfare through the introduction of historical relics.

Keywords: Plan Development, Tourist Area, Bogor City

INTRODUCTION

The goal of development is to create a prosperous society, both material and spiritual. Tourism is one of the sectors that is effective and efficient in encouraging economic, social, and cultural development at the same time. The determination and development of the City Tourism Strategic Area (KSPK) is a mandate of Law Number 10 of 2009 concerning Tourism which must be followed up by the city government as part of efforts to combine tourism development in the city area with national tourism development. The KSPK development plan in the form of an action plan is important to be prepared as a reference for action in building tourism in accordance with the strategic values of the region. The development of tourism strategic areas has an important influence on various aspects of people's lives, especially on economic growth, socio-culture, natural resource empowerment, and environmental carrying capacity. The implication of the above program is the development of the Batutulis area, South

Bogor District, as a Strategic Area for City Tourism which can increase the economic growth of the community and preserve local wisdom around it. The determination of the KSPK Batutulis of South Bogor District is in accordance with the results of the review of the Regional Tourism Development Master Plan (RIPPARDA) for the 2022 Fiscal Year which has been implemented by the Bogor City Regional Development Planning Agency. The Batutulis area, South Bogor District, is considered to have an important influence in providing positive value for the identity of Bogor City as a city rich in historical and cultural values. In addition, the development of the Batutulis Area of South Bogor District as a City Tourism Strategic Area is also expected to provide protection for natural and cultural resources, improve the quality of natural ecosystems, and encourage the recovery of environmental damage.

IMPLEMENTATION METHOD

The potential of the area around Batutulis and Lawanggintung, South Bogor District is one part of the tourism element that can increase the length of stay of tourists. As time goes by, tourists now tend to choose tourist activities that can provide added value in the form of knowledge, especially historical and cultural knowledge for them. Tourists take historical tours to experience firsthand the places and activities that depict the history of the people in the past. The trend of tourism activities that are in great demand by tourists encourages the provision of tourism activities that involve story telling and are thick with adventure values. To find out the extent to which the potential in the Batutulis and Lawanggintung areas of South Bogor District can be developed, it is necessary to prepare a detailed plan as a strategy and direction for the development of the Batutulis and Lawanggintung areas of South Bogor District as a City Tourism Strategic Area (KSPK).

Purpose of Pkm Implementation

The purpose of this activity is to prepare a detailed plan for the Batutulis City Tourism Strategic Area (KSPK), South Bogor District. The goals to be achieved are:

1. The potential for the development of the Batutulis City Tourism Strategic Area (KSPK), South Bogor District, was identified.
2. The need for development of the area around the Pajajaran Museum, South Bogor District as a City Tourism Strategic Area (KSPK) was identified.
3. The formulation of non-physical tourism plans (tourism product development plans, thematic tourism routes, visitor management, community involvement, tourism marketing, management institutions, tourism impacts).
4. Formulation of physical tourism plans (construction of tourism facilities & public facilities, improvement of accessibility quality).
5. The formulation of recommendations for the development and development of tourism areas that can support the sustainability and continuity of economic and socio-cultural interactions of the community and encourage the development of tourist attractions in the City Tourism Strategic Area (KSPK) Batutulis, South Bogor District.

Benefits PKM

The Batutulis City Tourism Strategic Area (KSPK), South Bogor District is considered to have an important influence in:

1. Providing positive value for the identity of Bogor City as a city rich in historical and cultural values
2. Provide protection of natural and cultural resources.
3. Increase economic growth.
4. Preserving the wisdom of the loka

Based on the Law on Tourism, tourism is a travel activity carried out by a person or a group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions visited for a temporary period of time. Meanwhile, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Regional Governments. Related to tourism and tourism activities in the explanation, it is also related to tourism which is defined as all activities related to tourism and is multidimensional and multidisciplinary that emerges as a manifestation of the needs of every person and country as well as interaction between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs. In article 3, it is explained that tourism activities function to meet the physical, spiritual, and intellectual needs of every tourist with recreation and travel as well as increase state revenue to realize the welfare of the people. Then in article 4 it is also explained that in addition to having functions, tourism also has objectives that include:

- a. Increase Economic Growth;
- b. improving the well-being of the people;
- c. Eradicate Poverty;
- d. Overcoming Unemployment;
- e. conserving nature, the environment, and resources;
- f. Advancing Culture;
- g. Raising the Nation's Image;
- h. fostering a sense of love for the homeland;
- i. strengthening the identity and unity of the nation; And
- j. Strengthening Friendship between nations.

In tourism development efforts, this is carried out based on the tourism development master plan which consists of the national tourism development master plan, the provincial tourism development master plan, and the district tourism development master plan.

RESULTS AND DISCUSSION

In tourism development, of course, the main concern apart from tourist attractions is institutional matters. Institutional development and development is a collaboration that can support the running of development plans that will or have been implemented. In the development of the Bogor City Batu Tulis KSPK, there are several institutional roles that can be mapped or in the form of stakeholder mapping. Some of the roles involved in the development of the Batu Tulis KSPK are as follows

KSPK Batu Tulis Development Table

Klasifikasi	Stakeholders	Role
Government	Regional Planning Agency	Supervisors and supervisors of regional policies and regulations.
	Tourism and Culture Office	Planner, coach, developer and supervisor of tourism elements at KSPK Batutulis.
	Education Office	Accelerator of historical tourism and education programs for students and developers of historical narratives at KSPK Batutulis.
	Cooperatives and MSMEs Office	Managers and coaches of MSMEs and tourism businesses at KSPK Batutulis.
	PUPR Office	Planner and provider of facilities and infrastructure elements as well as tourism facilities at KSPK Batutulis.
	Department of Transportation	Andalalin planners and service providers of public transportation stops, pedestrian paths, bicycle lanes, tourist transportation parking facilities, as well as traffic impact managers and planners of KSPK Batutulis.
	Environment Agency	Waste and waste handling planner at KSPK Batutulis.
	Urban Parks and Forestry Service	Procurement of information facilities and tourism support facilities for tourists at KSPK Batutulis.
	Health Office	Procurement or creation of a system to ensure the security, safety and health of tourists at KSPK Batutulis.
	Indonesian Red Cross	Collaborating with the Health Office in the procurement or creation of a system to ensure the safety, safety and health of tourists at KSPK Batutulis.
	Regional Disaster Management Agency	Collaborating with the Health Office in the procurement or creation of a system to ensure the safety, safety and health of tourists at KSPK Batutulis.
	Traffic Unit	Collaborating with the Transportation Department in planning and evaluation of the infrastructure at KSPK Batutulis.
	Cultural Heritage Experts	Planner of historical data deepening, manager and supervisor of Cultural Heritage elements at KSPK Batutulis.
Academy	District Neighborhoods	Coach and regional manager at KSPK Batutulis.
		Coach and regional manager at KSPK Batutulis.
Community	IBI Unity	Research and training as well as tourism services to the community
	Elementary - High School	Running learning programs and making visits to tourist attractions
	REFERENCES	Tourism market accelerators and integrators to be developed and connected to tourism services at KSPK Batutulis.
	PHRI	Tourism market accelerators and integrators to be developed and connected to tourism services at KSPK Batutulis.
	HPI	In collaboration with the Tourism and Culture Office as an organizer of tour guide training at KSPK Batutulis.
	Maker	Creative economy sector attraction development partners
	Tourism Driving Community	Drivers and motivators of the community towards tourist attractions
	Community	Tourism HR in KSPK Batutulis.
	Bogor History	Validation of historical data and promotion of KSPK Batutulis.
	Bogor Historical Walk	Validation of historical data and promotion of KSPK Batutulis.
Business	Mojang Jajaka	Promoter and content creator
	Hotel	Accommodation service providers, promoters and tour packages

	SOEs	CSR Program
	BUMD	CSR Program
	House 30	Collaborate on tour packages
	MSMEs around KSPK	Supporters of heritage tourism
Media	Instagram and Tiktok	Promotion
	Celebgrams and Celebtiktok	Promotion
	Media segmentation history	Data validation and promotion to the target market

Potential Attractions

The potential of the area around Batutulis, South Bogor District is one part of the tourism element that can increase the length of stay of tourists. As time goes by, tourists now tend to choose tourist activities that can provide added value in the form of knowledge, especially historical and cultural knowledge for them. Tourists take historical tours to experience firsthand the places and activities that depict the history of the people in the past. The trend of tourism activities that are in great demand by tourists encourages the provision of tourism activities that involve story telling and are thick with adventure values.

Table. Distribution of Objects and Tourist Attractions of Batu Tulis Cultural Heritage

NO	KIND	NAME	X	Y
1	Cultural Heritage	Batu Lingga I	106° 48' 32.777" E	6° 37' 23.139" S
2	Cultural Heritage	Batu Lingga II	106° 48' 30.199" E	6° 37' 17.609" S
3	Cultural Heritage	Bunker I	106° 48' 36.913" E	6° 37' 31.942" S
4	Cultural Heritage	Bunker II	106° 48' 38.455" E	6° 37' 31,427" S
5	Cultural Heritage	Bunker Gumati	106° 48' 38.254" E	6° 37' 36,723" S
6	Cultural Heritage	Cibalok River	106° 48' 51.148" E	6° 37' 12,674" S
7	Cultural Heritage	Cipakancilan River	106° 48' 43.811" E	6° 37' 24,517" S
8	Cultural Heritage	Slate Palace	106° 48' 28.557" E	6° 37' 23,929" S
9	Cultural Heritage	Tomb of the Deep Worship	106° 48' 35.422" E	6° 37' 30,301" S
10	Cultural Heritage	Trench Fails	106° 48' 36.663" E	6° 37' 27,128" S
11	Cultural Heritage	Cipulus Baths	106° 48' 27.840" E	6° 37' 25,507" S
12	Cultural Heritage	Slate Inscription	106° 48' 32.404" E	6° 37' 25,124" S
13	Cultural Heritage	Congkrang Stone Site	106° 48' 31.593" E	6° 37' 19,450" S
14	Cultural Heritage	Kupalandak Site	106° 48' 19.351" E	6° 37' 18,730" S
15	Cultural Heritage	Purwakalih Site	106° 48' 33.501" E	6° 37' 29,452" S
16	Cultural Heritage	Ranggapati Website	106° 48' 24.357" E	6° 37' 17,340" S
17	Cultural Heritage	Seven Wells	106° 48' 36.767" E	6° 37' 26,359" S

SWOT ANALYSIS

SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths, weaknesses, and threats. The basic elements that make up SWOT are as follows;

Strength

1. *Attraction*
 - a. There are many historical relics scattered in KSPK Batutulis.
 - b. There are other destinations as supporters but they are quite far from the location of KSPK Batutulis.
2. *Activities*
 - a. The place around KSPK Batutulis can be used as a religious ritual.
3. *Accessibility*
 - a. The Batutulis site is easily accessible, because it is within the city and affordable from all vehicles because it is on the main road.
4. *Accommodation*
 - a. There are many hotels, restaurants and inns but it is quite far from KSPK Batutulis, you have to use a vehicle to reach the location of the lodging and food & drinks.
5. *Amenities*
 - a. Amenities (Hotel, Restaurant, etc.) are located not far from KSPK Batutulis.
6. *Affordability*
 - a. Have a sociology of society as a support.
 - b. Support from the Bogor City Government and the Bogor City Tourism Office.

Weakness

1. *Attraction*
 - a. There are no special tourist attractions in Batutulis, only ritual places and collections from the history of Batutulis.
 - b. There are several historical relics that are on the land of the surrounding community so that it is difficult to maintain and clean the historical heritage area in the KSPK Batutulis area.
2. *Activities*
 - a. There are no activities that can be done regularly by tourists (such as shopping for souvenirs near KSPK Batutulis).

CONCLUSION

Based on the results of the preparation of the Batu Tulis City Tourism Strategic Area (KSPK) Detailed Plan, several conclusions can be drawn as follows:

1. The Batu Tulis City Strategic Area Detailed Plan (KSPK) is an effort to support tourism activities which are expected to increase economic activities and community welfare through the introduction of historical heritage.
2. Based on several policies that have been reviewed, ranging from sectoral policies on tourism, tourism development master plans, both from the national and city levels, it can be concluded that Bogor City has a role in tourism development so that the development of Bogor City, which in this case is KSPK Batu Tulis can be conveyed as necessary. This is done as an effort to encourage an increase in economic activities and community welfare which is inseparable from attention to historical and cultural values.
3. Based on the results of the analysis of the area's potential, accommodation and food and beverage activities are sectors that are growing well in 2022 and are growing well in comparison with provincial areas. This is certainly the basis that can encourage the development of tourism in Bogor City, especially KSPK Batu Tulis.
4. The development of KSPK Batu Tulis requires a lot of support from various parties. Some of these parties that play an important role are the Bogor City Culture and Tourism Office, the Cultural Heritage Expert Team, the Tourism Community, business actors, academics and other technical agencies that can support and support the development.

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