

SOCIAL-CULTURAL AND DIGITAL-BASED COMMUNITY EMPOWERMENT TOWARDS SUSTAINABLE TOURISM IN THE SITU GEDE LAKE AREA

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Abstract

Situ Gede Tourism Village, a natural lake surrounded by forests and open areas, is a major attraction for tourists seeking to enjoy nature and local culture. Situ Gede is also known for its recreational activities, such as boating, lake walks, and nature photography. Although Situ Gede Tourism Village has great potential, several issues need to be addressed and addressed to enhance its competitiveness as a tourism destination. These include: Limited Management, Lack of Digital Promotion and Accessibility, and Lack of Digital Promotion and Accessibility. Therefore, several solutions are proposed, including Community Training and Empowerment in tourism areas such as local culture, local cuisine, and digitalization to manage and market the tourism village. Development of a digital platform for technology-based tourism promotion, booking, and management. Sustainable Environmental Management through more organized conservation and waste management programs. The conclusion of this activity, overall, fosters synergy between socio-cultural aspects, the digital economy, and environmental sustainability as an important foundation for realizing an inclusive, innovative, and community-based sustainable tourism model in the Situ Gede Lake area.

Keywords: Ecotourism, Tourist Destinations, Tourist Villages

INTRODUCTION

Situ Gede Tourism Village is a natural tourist destination located at Jl. Cilubang Malang No. 37, West Bogor District, Bogor City, West Java. This area is approximately six kilometers from the center of Bogor City and is easily accessible via main roads, including the Bogor Outer Ring Road (BORR) toll exit. The area's main attraction is Situ Gede Lake, a natural lake surrounded by forests and green open spaces, providing a natural and calming atmosphere for tourists. Besides offering beautiful natural scenery, the area also provides a space for people to engage in various recreational activities such as boating, walking around the lake, enjoying the beautiful landscape and nature photography.

Administratively, Situ Gede Tourism Village covers approximately 4.5 hectares, mostly

consisting of parks and green open spaces surrounding the lake. Facilities include a parking area, a restaurant, gazebos, and pedestrian paths for tourists. However, the development of more in-depth facilities such as accommodations, tourism education facilities, and digital infrastructure is still limited. The area's enormous potential has not yet been fully utilized as a sustainable tourism destination.

Situ Gede Tourism Village boasts significant natural and cultural potential. The beauty of the lake, combined with the backdrop of mountains and tropical forests, makes it an ideal location for the development of nature and ecotourism. Furthermore, the area is home to rich local culture, including traditional ceremonies, traditional arts, and culinary specialties, which could become attractions based on local wisdom. Outdoor activities such as canoeing, trekking, and birdwatching have the potential to be further developed to enrich the tourist experience.

However, despite this potential, several issues remain challenges to the development of Situ Gede Tourism Village. First, the management of the tourist destination remains traditional and lacks a well-organized management system. Coordination between the local government, the community, and tourism stakeholders remains limited, leading to disorganization in the management of facilities and tourism potential.

Second, the lack of promotion and digital accessibility hinders the expansion of information about the area. The lack of digital platforms, such as an official website or tourism app, limits potential tourists' access to information about attractions, facilities, and available activities. Third, natural resource management in the Situ Gede area remains vulnerable to environmental issues, particularly related to waste and water pollution. As a sensitive aquatic ecosystem, the presence of domestic waste and tourism activities that are not fully based on sustainable principles can threaten the ecosystem's sustainability and environmental quality around the lake.

Based on these conditions, community service activities are needed that focus on empowering the community around Situ Gede Lake through environmental education, strengthening capacity for sustainable tourism management, and implementing environmentally friendly waste management strategies. These activities are expected to encourage active community participation in preserving the lake's ecosystem, increasing the destination's competitiveness, and supporting the realization of sustainable tourism in Bogor City.

The purpose of this community service activity is to obtain mentoring results that can be used as a basis for regional development in the Situ Gede Tourism Area and Situgede Village, particularly in developing potential and developing tourist villages/hamlets that can encourage increased community welfare.

Meanwhile, the objective of this Community Service activity is to identify the lack of digital promotion and accessibility, and natural resource management in the Situ Gede Tourism Area at present and to provide several recommendations for implementable solutions for future development so that the existence of the Situ Gede Tourism Area can be sustainable and provide increased welfare for the community.

IMPLEMENTATION METHOD

Qualitative descriptive approach was chosen to describe the existing conditions of the tourist destination in detail without manipulating variables. This approach focuses on depicting the reality on the ground as it is, based on data and information obtained through direct observation and interaction with the community.

Data Collection Techniques

1. **Field Observations** : Used to observe the physical condition of the tourist destination, such as facilities, cleanliness, environmental management, tourist activities, and social interactions between the community and tourists.
2. **In-depth Interviews** : Conducted with local communities, tourism businesses, traditional leaders, and destination management to understand perceptions, experiences, and tourism development strategies from various perspectives.
3. **Focus Group Discussion (FGD)** : The aim is to explore shared perspectives on the challenges and opportunities for destination development, including the potential for integrating socio-cultural and digital technology.
4. **Documentation** : This includes collecting secondary data such as tourism village reports, activity archives, tourist visit data, and photographs of field conditions as supporting evidence.

RESULTS AND DISCUSSION

A. Community Training and Empowerment in Tourism:

Community Training and Empowerment in Tourism through Culinary Arts. Culinary proposals and training for the community in the Situ Gede Lake area, Bogor City

1. **Steamed Tilapia with Basil Seasoning (Pepes Ikan Nila Bumbu Kemangi):**
Sundanese dish made from fresh tilapia seasoned with spices and basil leaves, wrapped in banana leaves, and steamed.
 - **Distinctive Features:** The aroma of banana leaves and basil provides a natural and traditional flavor.
 - **Main Ingredients:** Tilapia, shallots, garlic, chilies, candlenuts, lemongrass, basil leaves, and banana leaves.
 - **Selling Point:** Suitable for "local lake culinary" menus because it highlights the freshness of locally caught fish.
2. **Tilapia Floss (Abon Ikan Nila):**
Dried product made from freshwater fish that is shredded, seasoned, and fried until crispy.
 - **Characteristics:** Long-lasting, easy to package, suitable as a tourist souvenir.
 - **Main ingredients:** Tilapia, shallots, garlic, coriander, sugar, and coconut milk.
 - **Selling value:** Can be a local MSME product with high economic value.

B. Development of a Digital Platform for Promotion, Reservations, and Tourism Management

Upon inspection, the development of a digital platform for promotion revealed that the site already has a website and social media platforms such as Instagram. However, the website is still affiliated with the Tourism Village Network (JADESTA).

1. Website:

<https://jadesta.kemendparekraf.go.id/desa/situgede> JADESTA (Tourism Village Network) is a digital system created by the Ministry of Tourism and Creative Economy/Baparekraf to collect information, data, and the potential of all tourism villages in Indonesia in an integrated manner.

2. Social Media/Instagram: @situgedebogor is active, but not much content has been created/uploaded yet.

C. Sustainable Tourism Management through Conservation and Waste Management Programs

1. Planting plants in the Situ Gede Lake area:

Various types of vegetation were planted in the Situ Gede Lake area as part of an environmental conservation program, with the hope of improving the quality of the aquatic ecosystem and beautifying the landscape of the tourist destination at Situ Gede Lake.

2. Freshwater fish seed in the Situ Gede Lake area:

Freshwater fish seed was released in the Situ Gede Lake area to support aquatic ecosystem conservation, increase fish populations, and support fisheries-based economic and tourism potential.

3. Establishing a Waste Bank in the Situ Gede Lake area:

The establishment of a Waste Bank in the Situ Gede Lake area was carried out as part of a sustainable environmental management strategy, with the aim of increasing community participation in waste sorting and recycling.

CONCLUSION

The Community Service activities implemented in the Situ Gede Lake area have made a real contribution to increasing the community's capacity and independence in developing tourism based on local potential. Through training and empowerment in local culture, culinary specialties, and the use of digital technology, the community has gained relevant knowledge and skills to manage and market tourist villages professionally and sustainably.

The development of a digital platform focused on the promotion, reservations, and management of tourist destinations has strengthened the competitiveness of regional tourism in the era of digital transformation. This innovation has enabled the creation of an integrated, efficient, and easily accessible information system for both tourists and local businesses.

Furthermore, the implementation of a sustainable environmental management program through more organized conservation and waste management activities demonstrates the community's commitment to environmental preservation and the sustainability of natural resources.

These activities, overall, foster synergy between socio-cultural aspects, the digital economy, and environmental sustainability as a crucial foundation for realizing an inclusive, innovative, and community-based sustainable tourism model in the Situ Gede Lake area.

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