



Nature Environment, Socioeconomic, and Culture Value in Gunung Salak Endah Tourism

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Abstrak

Kerusakan lingkungan alam ikut menghentikan kegiatan wisata yang berbasis sumberdaya alam. Kawasan wisata seperti Wisata Gunung Salak Endah di Bogor termasuk wisata yang menjadikan alam sebagai objek wisata sehingga kelestarian alam harus dijaga. Tujuan penelitian ini untuk menemukan nilai-nilai ekonomi wisata alam, nilai budaya, dan upaya menjaga keberlanjutan lingkungan alam. Penelitian menggunakan metode kualitatif. Sedangkan pemilihan responden dilakukan dengan purposive. Pengumpulan data dilakukan dengan in-dept-interview, dokumentasi dan observasi. Hasil penelitian menunjukkan bahwa wisata alam yang memberdayakan masyarakat dengan melibatkan masyarakat dalam pengelolaan seperti penjualan tiket dan pengelolaan parkir. Sekaligus memberikan kesempatan kepada masyarakat untuk berdagang makanan dan minuman dengan cara membuka warung dalam kawasan dan diluar kawasan. Bahkan masyarakat bisa menjual berbagai makanan tradisional, kerajinan tangan dan menjual tanaman hias. Semua memproduksi nilai ekonomi. Bahkan ada penyatuan antara musik pada kawasan wisata ini sebab ada seorang kakek yang bermain kecapi ditengah-tengah alam yang indah sehingga sebagai terapi alami untuk menghibur dan penghilang stress. Ditambah lagi tidak ada perubahan budaya dan sosial masyarakat sebab masyarakat sunda yang ada dalam kawasan cukup mengetahui budaya luar dari bahasa para pengunjung namun tidak mengadopsi. Sekaligus mereka mengenalkan budaya bahasa sunda dengan berbahasa sunda ketika ada yang membeli makanan dan minuman. Ketika pengunjung tidak paham maka dilanjut dengan bahasa Indonesia.

Kata Kunci: Wisata Gunung Salak Endah, Ekonomi wisata, sosial dan budaya, Lingkungan

Abstrak

Nature damage enables to stop nature tourism because tourism relies on nature conservation. Tourist areas such as Wisata Gunung Salak Endah in Bogor are tours that make nature a tourist attraction so that natural preservation must be maintained. The purpose of this study is to find the economic values of nature tourism, cultural values, and efforts to maintain the sustainability of the natural environment. The research uses qualitative methods while the selection of respondents was done purposively. Data collection is done by in-dept-interview, documentation, and observation. The results show that nature tourism empowers the community by involving the community in management such as ticket sales and parking management. At the same time, it provides opportunities for the community to trade food and beverages by opening stalls in the area and outside the area. People can even sell various traditional foods, handicrafts, and sell ornamental plants. All produce economic value. There is even unification of music in this tourist area because there is a grandfather who plays the harp in beautiful nature so it is a natural therapy to entertain and relieve stress. Plus there is no change in the social and culture of the community because the Sundanese people in the area know enough about the foreign culture of the visitors' language but do not adopt it. At the same time, they introduce Sundanese culture by speaking Sundanese when someone buys food and drinks. When visitors do not understand, then continue with Indonesian.

Keywords: Salak Endah Tourism, Economic of tourism, social and culture, environment

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INTRODUCTION

Natural damage has become a reality at this time starting from the destruction of forests and rivers and damage to ecosystems. Tourism that is close to nature or areas that develop tourism with environmental conservation, including sustainable nature tourism. Tourism that combines human and environmental elements towards sustainable environmental preservation is referred to as ecotourism. Ecotourism is a tourist trip to an environmental place, both natural and artificial, as well as an informative and participatory culture that ensures social and cultural sustainability (Amelia & Patricia, 2021). It is encouraged that eco-tourism can be mentioned as the mixing between nurturing of nature and tourism, the income of eco-tourism which have been gathered can be allocated to save protected area for protection and conservation of biodiversity and underpin economic of societies who they occupy around the location (Herman & Supriadi, 2017). The trend recently shows that there is an alteration to show that excursionists select nature tourism as the place for visiting instead of the other place. It is a vacancy for alleviating the rate of people and jumping the level of community. In addition, the development of tourism as the driver to improve local community economic circumstances lead to labor-intensive subsistences (Andri Wahyudi, 2021).

For instance, tourism development must be involved local societies and local products to boost the creative industry so the original income of the regency increase (Izzaty et al., 2021). It is pivotal to work together with the societies for attaining sustainability as it is as regional characteristic (Henri et al., 2021). To sustainability of tourism must focus on the management of regions that notice environment conservation (Ardiansyah & Iskandar, 2022). Meanwhile, the economic value of the environment enables to guide for sustainable development (Sukwika & Rahmatulloh, 2021). The implementation of tourism is based on environment protection and suited to the uniqueness and local condition, the success can be indicated through social and cultural sustainability, including the local society identity, nature sustainability as well as economic which contribute to sustainable benefit (Mulyana, 2019). What is more is eco-tourism has connected to social, culture, and environment (Joko Tri Haryanto, 2014).

The existence of eco-tourism results in the growth of togetherness spirits, strengthening community organization, increasing of social outlook, and the awareness for keeping environment (Rohani & Purwoko, 2020). Certainly, the participation of the community in eco-tourism encourages the activity including cultivating of plant or trees, learning how the proper method for farming and can educate the societies for management of waste both organic and an-organic sewage. The sustainability of society and culture can be envisaged through the habit and culture of the community which is respected by the visitor, and appreciate the hospitality of local people and the passing rules which are implemented locally (Rachman & Mardiana, 2018). The CBT concept (Community-Based Tourism) that is applied to achieve sustainable tourism management was applied in the forms of local community participation, tourism village institute creation, environmental-based tourism attractions management, and the creation of small business activities by the locals (Kustini & Susanti, 2020). Tourism is a promising developing sector.

It has strong potential for improving local community life quality by alleviating poverty, broadening information access, improving facilities and infrastructure, opening new and diversifying employment (Suryani et al., 2021). The local community involvement was reviewed from the ecotourism planning level, participation in the implementation process, and participation in its use. Meanwhile, the affecting factors were analyzed from the operational, structural, and cultural perspectives (Kia, 2021). Five factors determine the success of CBT: local leadership, actor capacity, optimization of local endowment, community commitment, and partnership model (Lindawati et al., 2021). The participation of local communities in running their CBT with a dimensional concept in it during the implementation is not only begun when the process of planning, implementation of the concept, but also at the time of the evaluation of implementation (Putra et al., 2021).

For example, the involvement of local communities, in the planning stage or implementation will make people feel have (a sense of belonging) and earn income from the destination (Musadad et al., 2020). Based on the concept shown that eco-tourism is unable to continue as nature pursues to devastate. Environment such as forest, water, river, lake, and trees are the essential component for tourism. As the environment can be protected, another environment like social and culture must be empowered. This research is strongly different from previous discoveries. There is some goal of this research including the economic value of wisata Gunung Salak Endah for the community and the other is to find out about the conservation and protecting the nature in Gunung Salak Endah tourism as well as social and culture of the community around the location whether the social and culture have been changed or the culture still withstand amid the attendances outside culture to location.

METODE

The studies are conducted Wisata Gunung Salak Endah. The research utilizes a qualitative descriptive approach. In qualitative research, the conceptualization and categorization based on occurrences are released when the data are gathered in the field. The activity between collecting data and analyzing data cannot be distinguished (Rijali, 2018). Qualitative research focuses on understanding deeply about one issue instead of looking at the problem for research generalization (Noor, 2015). Qualitative research is a method to explore and understand the meaning that some individuals or groups of people ascribe to social or humanitarian problems (Garaika & Armanah, 2019). While the sample is selected through purposive sampling namely the person who has the business around the location of tourism namely Muhamad Yusuf and the other sample is Iis Khaerunnisa Fitriani who inhabits the tourism place. Meanwhile, to collect the data, there are numerous methods including in-depth-interview with two samples, observation, and documentation. When in-depth-interview, some of the questions are demanded of respondents for a response. The respondent asked some questions including about the conservation or the protection of tourism objects placed from damage. In this point, researchers also demand respondents to give the activity that It has significantly influenced to ensure the conservation of the environment can be released. The other question is the economic aspect that the community enable to gather from tourism activity. It is related to activities that the community can conduct for looking at the subsistences. Lastly ask the respondents about social and cultural value whether the community still preserves local culture or the visitor has transformed the local culture and tradition to new culture as well as the social aspect. The in-depth interview is conducted through calling what app to both respondents because there is a restriction to release face to face. The data form responded is recorded for analysis. In-depth-interview is released several times to ensure the answer from respondents is persistent. When the respondent responses still have similar answers compared to previous data, It shows that the researcher possesses valid data because the validation is released when the in-depth interview. The data must be encouraged by other data such as observation and documentation. Even the data must be supported by the book and article which have been published in the journal to boost the data which it has been gathered from the field. The combination of methods produces valid data.

RESULT AND DISCUSSION

Environmental damage such as forest damage will affect tourism activities because nature tourism or ecotourism can still be sustainable if nature is maintained properly. The natural beauty and culture of the community into ecotourism is referred to as a sustainable tourism destination. Protection activities are carried out to preserve the environment. However, the potential for ecotourism to become mass tourism cannot be avoided when tourism development and development does not comply with existing regulations so it harms ecology (Rhama, 2019). Ecotourism or ecotourism is one of the activities of tourism that is environmentally

oriented by prioritizing aspects of nature conservation, aspects of socio-economic empowerment of local communities, and aspects of learning and education. The development of ecotourism affects people in ecological, economic, and socio-cultural aspects (Andreas Gilbertus Waja, Paulus Un, 2018). The application of environmentally friendly tourism development that is adapted to local wisdom and local spatial intelligence can be measured for its success through natural and environmental resource cycles where economic processes can provide sustainable benefits (Mulyana, 2019). Tourism of Mount Salak Endah area, one of the measures taken to preserve forests, mountain areas, waterfalls, and rivers is to post a warning about the prohibition against doing damage to the area. The ban is sufficient to educate the public so as not to damage the surrounding environment.

Besides the existence of pamphlets for the prohibition of damaging the environment, an appeal not to litter is also carried out. The warning not to litter but to throw trash in its place has made visitors aware not to pollute the environment using garbage. Another way is to warn visitors not to pick flowers in the area. In addition, some janitors always keep the environment clean. The tourist area is always swept clean of tree leaves so that it looks very neat. Directly the tourist visitors are also always supervised by the community who have the opportunity to trade in tourist areas. The existence of local communities makes visitors reluctant to damage the environment. Even tree-planting activities are carried out in areas that lack trees, but now the trees in tourist areas have grown so large that there is no need to plant trees anymore. Usually, there is a program from outside of the community. There are even slogans not to damage ornamental plants such as widows and trees. The community will play a major role in protecting nature and the environment around tourism because the area is a place to depend on life. Communities in tourist areas are also responsible for the cleanliness and environmental preservation. Traders where they trade snacks, food, and variety participate to ensure the environment is protected from devastating. When there is garbage around the shop, the trash must be cleaned by the shop owner.

This fact proves the sustainability of community-based tourism so that the community participates in maintaining the sustainability of the natural environment and the cleanliness of the tourist area environment for the sustainability of the community's livelihood itself. The community will feel that they have a tourist area because they participate in getting a livelihood from the tourism area. Each tourist area object such as the waterfall area in the tourist area will have a stall where people sell food and drinks. In tourist areas, local people can get sustenance from visitors who come. If forests, rivers, waterfalls, trees, and mountain areas are damaged, the area will no longer function so that people's lives are also disrupted. Economically, the Mount Salak Endah area is beneficial for the local community. This finding is strengthened by the finding which states that efforts to build and develop tourism independently and sustainably, while still prioritizing conservation, require local community participation. Ideally, community participation can start from planning, implementation, monitoring, and evaluation (Raharjo et al., 2019). The concept of community-based ecotourism is also new and opens up opportunities to enrich the study.

The indicators obtained from the analysis are that indicators of resources, communities, and tourists are factors in the development of tourism using the concept of community-based ecotourism (Asy'ari et al., 2021). When the Covid-19 period hit the area, people who sold in tourist areas were affected and even there was no income, especially for those who only depended on food and beverage stalls. Although some have a livelihood strategy to survive by farming cassava plants and selling the results, some choose to migrate to other areas so that they can earn a living. Another reality is that the affected people switch and add other professions such as trading, especially trading satay. It must be encouraged that the traders must transform their fundamental subsistences to other sources for fulfilling their fundamental necessities (Pradana & Mahendra, 2021). The other finding is the epidemic of COVID-19, Indonesia has experienced a slump in almost all industries except for the health sector, pharmacy, social activities, information and communication, clean water supply, waste

management, and waste recycling. The sectors most affected are transportation, travel, warehouses and the accommodation, and food provision sector (Anggarini, 2021). The Covid-19 pandemic has caused disruptions to global, domestic supply chains, financial market volatility, consumer demand shocks, and negative impacts in key sectors such as travel and tourism.

The impact of the Covid-19 outbreak will no doubt be felt throughout the tourism value chain. Small and medium enterprises are expected to be greatly affected (Sugihamretha, 2020). Tourism opens up business opportunities, especially in handicrafts, hotels, restaurants, and other service businesses that can increase the welfare of the community, to realize a just and prosperous society (A.A.A Ribeka Martha Purwahita et al., 2021). They have the opportunity to trade such as opening food and beverage stalls in tourist areas. The food and beverage stall aims to provide food and drink for tourist visitors. The local community also has the opportunity to sell various handicrafts ranging from cigarette ashtrays made of wood and bamboo. The cigarette ashtray is valued at around Rp. 50,000 per ashtray but it also depends on the size. If the size is larger, the price of each cigarette ashtray is also more expensive. Handicrafts are also traded in the area, thereby increasing income in the form of money to the community. Another economic benefit is increasing livelihoods. Communities in tourist areas have the opportunity to open stalls ranging from noodle stalls and food and beverage stalls. This shop generates money for the community because it has the opportunity to sell various types of food, both in the form of bread and types of breakfast and food.

Likewise, with drinks, people can sell various types of drinks ranging from coffee, tea, milk, and tea as well as bottled water. The community also sells various types of traditional Sundanese foods such as Rengginang and Rengginang. Local specialties are sold in tourist areas. There is a link between the introduction of traditional foods and visitors so that local culture that is in contact with types of food does not become extinct from the environment. Before entering the tourist area, there is also a ticket gate or ticket guard. The ticket keeper's role is to sell tickets to visitors. Besides that, there are also parking guards and each visitor will pay for parking of Rp. 5000 rupiah. The ticket keeper is guarded by the surrounding community. The community manages tickets for visitors who come to the tourist park. The results of the ticket sales are divided between the management of the tourist park, namely the Taman Wisata Gunung Halimun, and the community, with a distribution of 50% for the community and 50% for the company. The profit-sharing is for the ticket counter guard. The local community is directly appointed by the manager because there is an agreement between the community and the manager. Ticket prices vary widely because in the tourist park many tourist objects can be enjoyed by residents.

For example, ticket prices for a thousand waterfalls and hot springs. For visitors who want to visit hot springs, the price that must be issued is IDR 10,000-20,000. The hot spring tourist attraction which is very close to the main entrance of the tour is approximately 1 kilometer. Hot springs near the river. While the ticket price to go to the location of the waterfall area reaches the price of 25 thousand rupiahs. In addition to the main door, it turns out that many doors can be used to enter the tourist area. The door that is not the main door is called the rat street and the price reaches Rp. 10,000 rupiah. The distribution of the results of the tourism recipients is the counter staff, parking and cleaning staff as well as the manager of the Taman Wisata Gunung Halimun. Estimated income before the covid-19 outbreak, for example, one person has to spend IDR 10,000 and visitors reach 50-100 visitors every Saturday and Sunday. Tourist areas will be even more friendly visited by tourists during Eid al-Fitr. There are so many types of waterfalls that exist in the national park area and even the distance between one waterfall and another from the main entrance area is very far. There are a thousand waterfalls, prince waterfalls, Cigamea, hide-and-seek, Cihurang and Gebluk waterfalls, and Cilember waterfalls while the most famous waterfall to visit is the Cigamea waterfall. Cigamea waterfall is visited by many because the beauty of this waterfall is different from other types of waterfalls. This waterfall

is more beautiful, there are two top waterfalls and there is a small waterfall. Under the waterfall, there is a large area so that visitors can swim in the waterfall area. A high waterfall can not be used as a place to swim.

In this area, there is also an old man who always plays the harp every Sunday. The old man also played music through the harp along with selling wickerwork. The visitors are very entertained by the harp. The visitors have heard the sound of the harp from afar before entering the hot spring tourist attraction. Visitors are entertained by the sound of the harp. Psychologically, nature tourism can control stress because it includes refreshing. Moreover, beautiful natural tourist areas accompanied by music make the soul feel relaxed and stress disappears. The feeling of stress disappears completely when visitors have started to soak in the hot spring tourist attraction area accompanied by lute music. However, the existence of lute music is not every day but the music is only available on Sundays or weekends. Listening to live music in mountainous areas and nature is different from listening to indoor music. How to get more economic value in tourist areas by selling various types of ornamental plants. Residents around creatively sell Hisa plants by displaying ornamental plants at the entrance so that they are easily seen by people who are visiting. The ornamental plants are already together with the pots. The arrangement of ornamental plants becomes the value of beauty because it looks and is neatly arranged. Ornamental plants that are sold include widow perforated plants, red shoots, and orchids. The price of widows perforated ornamental plants, for people outside Bogor like Jakarta, the price of ornamental plants becomes IDR 50,000.

Especially when visitors can't use Sundanese, it's more difficult for visitors to negotiate prices. Ornamental plants are obtained by self-breeding and looking into the forest. Once they get to the forest area and they tidy up the ornamental plants again. Ornamental plants such as widow Bolong are obtained from forest areas. Widow perforated plants including vines. In the wild, the widow perforated plant lives and creeps up the trees. In terms of culture, visitors who come from outside the city both from Jakarta and Bekasi with cultural differences in Bogor in and around the tourist park. Cultural differences from outside that are brought from visitors do not affect the culture of the surrounding community. For example, local people in tourist areas directly introduce their culture through language. For example, if someone buys snacks in a tourist area, the merchant does not directly use Indonesian. They used the Sundanese language first. When visitors don't understand the meaning of the language, it is immediately made into Indonesian so that there are some Sundanese and some Indonesian, so they are mixed. There are cultural negotiations with the visitors who come. For the Sundanese people in the tourist area, their culture has not changed, especially in language because for them maintaining language as a culture is very important. They do not use other languages from outside such as the language used by visitors.

It is different if they leave the Bogor area then they use language and adapt to the new environment in which they are. If not, then use Indonesian. The people who are in the tourist area in Taman Wisata Gunung Salak Endah can learn about foreign cultures from the visitors who come so that they understand the habits of each person and their culture when they come to the tourist area. They can observe without having to leave the area. People in tourism do not adopt, but they just want to know without following because there is a cultural filter that is carried out so that they do not follow the culture of visitors who come to the tourist park. Meanwhile, the motivation of urban people to come to the tourist area of Taman Wisata Gunung Salak Endah is they are busy with office activities, leave in the morning and come back at night so there is no time for a vacation. Plus urban areas always experience severe congestion, friendly noise. The reality of a city like this makes urban people interested in refreshing tourist areas in quiet areas such as villages. One of the attractions visited is taman wisata Gunung Salak Endah. Humans in principle need nature because it must be balanced between urban and rural conditions. Where there are urban areas, there must be rural areas.

CONCLUSION

Wisata Gunung Salak Endah cannot be separated from the preservation of the surrounding natural environment. Nature and tourist parks become complementary units. Environmental damage will also affect the sustainability of tourism because natural tourism objects depend on the natural beauty of nature, arrangement, and preservation of the environment. In the Mount Salak Endah area, several rules are applied through the existence of slogans that include appeals or prohibitions not to damage trees, pollute rivers, and not to pick flowers and not litter. The environmental sustainability of the tourist area can still be maintained because the community is involved in keeping the area clean, beautiful, and neat. The owners of food and beverage stalls who trade in tourist areas participate to clean up the area around their stalls if there is garbage. Community involvement causes the area to be sustainable because people depend on it to live from the area because they have the opportunity to trade and are involved in being tourism guards where all of these activities produce income. Economically, opening food and beverage stalls in tourist areas can generate money. In addition, musical attraction activities carried out in tourist areas such as playing the harp can generate money even though the rates are not set depending on the sincerity of the visitors. People can trade ornamental plants in tourist areas so they can make money. At the same time trading traditional specialties such as Rengginang and Reggining. Culturally, the arrival of tourists to the Wisata Gunung Salak Endah area does not affect their culture. The traders still use the Sundanese language when visitors buy food and drinks. When the buyer does not understand, it is translated directly into Indonesian. In principle, the culture brought from outsiders is enough to know but not to be adopted.

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