



Cultural Tourism Development Policy Through Community Based Tourism (CBT) in the Framework of Community Poverty Alleviation

Riyanto^{1*}, Dinda Oktaviani², Supriono³
Universitas Brawijaya

Corresponding Author: Riyanto riyanto@ub.ac.id

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ABSTRACT

Setu Babakan Betawi Cultural Village is one of the interesting places as a tourist destination for Betawi cultural heritage in DKI Jakarta. This village has won an award as the 50 Best Tourism Villages. This research uses a descriptive method and a qualitative approach with a focus on the Implementation of Community Based Tourism (CBT) there. The aims of this study were: To identify and explain the implementation of CBT in the development of cultural tourism in the Setu Babakan Betawi Cultural Village; Knowing the supporting and inhibiting factors in the development of cultural tourism; and explained that tourism activities can be used as poverty alleviation in the village. The results of this study indicate that the development of cultural tourism there goes according to CBT principles, namely involving community members in decision making, ensuring that local communities receive benefits from tourism activities, ensuring environmental sustainability, and maintaining unique local character and culture. The supporting factors are cultural conditions. still maintained, local community involvement and government support, tours are free of charge. The inhibiting factors come from operational, structural and cultural. Tourism activities can alleviate poverty due to the opening of employment opportunities and increased income of local people.

INTRODUCTION

One of the tourism potentials in Indonesia is the diversity and uniqueness of culture that cannot be found in any other country in the world. Culture as a wealth owned by the Indonesian nation must be developed and preserved for future generations and also as a national identity and identity in the eyes of the international community. In Law no. 10 of 2009 (Kemenparekraf.go.id, 2022) also emphasized that Indonesian culture is one of the assets and assets for national tourism development. The many interesting cultures that Indonesia has, this can be a special attraction for domestic and foreign tourists which can be called cultural tourism. According to Yoeti (in Pradini, et al, 2021) states that cultural tourism is a type of tourism that aims to see and witness the achievements of an ethnic or nation, what is the level of culture, from primitive to modern, to witness cultural festivals, traditional activities, traditional dances , historical sites, temples, ancient buildings, customs, and the way of life.

Setu Babakan Betawi Cultural Village is an attractive place as a tourist destination, because of its uniqueness, namely as a Betawi cultural heritage in DKI Jakarta which has enormous potential and tourist attraction that can be used as a choice for local and foreign tourists. Cultural tourism can continue to run well, of course, the attractiveness of cultural tourism must always be preserved. Therefore the local community plays an important role in the development of cultural tourism in line with the preservation of ancestral culture. This distinctive feature is the involvement of the local community in community-based tourism activities or what is commonly called Community Based Tourism (CBT). Basically, the concept of CBT is a tourism activity in which the community is used as the main actor through community empowerment so that the benefits of tourism are aimed at the welfare of the community.

The Setu Babakan Betawi Cultural Village Community has enormous potential, especially in preserving tourism objects. By using the CBT concept, it is hoped that the local community will get various things and be directly involved in tourism activities starting from implementation, management and evaluation. Where are the people who carry out and manage community-based tourism activities. In addition, with the CBT concept which is a sustainable tourism concept that aims at development and economic conservation as poverty alleviation for the local community and social conservation, it is hoped that it can continue to preserve culture in the Setu Babakan Betawi Cultural Village.

The Betawi Cultural Village of Setu Babakan has also received an award as the 50 Best Tourism Village which was inaugurated by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia, namely Mr. Sandiaga Salahudin Uno on September 3 2021. This is of course inseparable from the role of the community local community in developing tourism and this made researchers interested in conducting research related to CBT in the village.

LITERATURE REVIEW

Development of Cultural Tourism

Cultural tourism is a type of tourism that takes culture as its object (Yoeti, 2016). There are 12 cultural elements that can attract tourists as conveyed by Yoeti (2016) in his idea, namely:

- a. Language
- b. Society (traditions)
- c. Handicrafts
- d. Foods and eating habits
- e. Music and art (art and music)
- f. History of a place (history of the region)
- g. Work and technology
- h. Religion
- i. The form and architectural characteristics of each tourist destination (architectural characteristics in the area)
- j. Procedures for dressing the local population (dress and clothes)
- k. Education system
- l. Leisure activities

Community-Based Tourism

According to Telfer and Sharpley (in Bagus, et al. 2019) community-based tourism is a type of tourism that includes community participation as a key element of tourism in order to achieve goals sustainable tourism development. Basically, community-based tourism is closely related to ensuring that local communities actively participate in the development of the existing tourism industry. Therefore, basically there are basic principles in a community-based tourism development planning strategy, as stated by Sunaryo (2013), namely:

- a. Involve community members in decision making
- b. There is certainty that local communities receive benefits from tourism activities
- c. Ensuring environmental sustainability
- d. Maintain unique local character and culture

Tourism as Poverty Alleviation

Law No. 10 of 2009 Article 4 (Kemenparekraf.go.id, 2022) which contains the objectives of tourism, one of which is eliminating poverty and overcoming unemployment. According to Njoya & Seetaram (2018) the relationship between tourism and poverty reduction is best understood by considering the relationship between trade liberalization and poverty reduction. Below are the channels through which tourism can affect the poor.

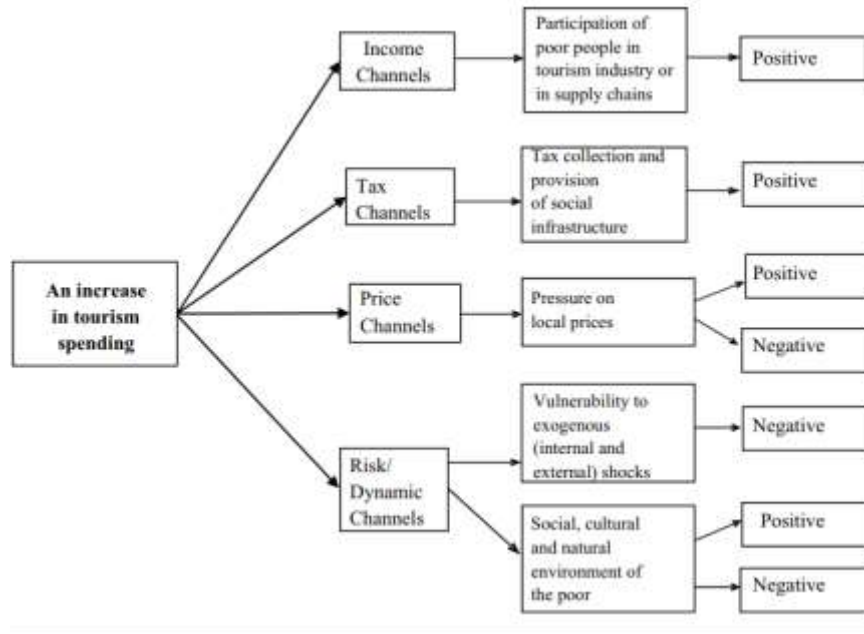


Figure 1. Tourism Channels That Can Affect the Poor

METHODOLOGY

The type of research used by researchers in conducting research related to the implementation of Community Based Tourism (CBT) in the development of cultural tourism in the Setu Babakan Betawi Cultural Village is descriptive research using qualitative methods. Qualitative research is descriptive in nature and tends to be an inductive method for its analysis (Rukin, 2018). The reason researchers used this type of qualitative research in this study was because of the emphasis placed on understanding problems in social life based on the realistic, complex, and detailed conditions found in the Setu Babakan Betawi Cultural Village. In addition, the researcher wants to explain the research results descriptively and from the data generated the researcher makes interpretations to get the deepest results.

The location of this research is in the Setu Babakan Betawi Cultural Village, Srengseng Sawah Village, Jagakarsa District, South Jakarta Municipality. The reason the researchers chose the Setu Babakan Betawi Cultural Village as the place to carry out the research was because this village is one of the cultural villages that has been used as a tourist destination and is still well-known today in the city of Jakarta. The Setu Babakan Betawi Cultural Village has also received an award as the 50 Best Tourism Village which was inaugurated by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia, namely Mr. Sandiaga Salahudin Uno on 03 September 2021. This research produced two data sources used in explore and obtain data, namely primary data sources and secondary data sources. Meanwhile, the data collection technique used in this research is by

conducting interviews and documentation. The data analysis technique uses interactive analysis from Miles and Huberman (2013) which goes through 4 stages in the data management process, namely: 1) Data collection; 2) Data reduction; 3) Presentation of data; and 4) Drawing conclusions.

RESEARCH RESULT AND DISCUSSION

Implementation of Community Based Tourism (CBT)

1. Involve community members in decision making

The involvement of the local community in the Setu Babakan Betawi Cultural Village is to help socialize and appeal to the community both in the Setu Babakan Betawi Cultural Village environment and the outside community. The design or planning stage is the task of the Setu Babakan Betawi Cultural Village Area Management Unit (UPK). So the local community here has not been directly involved but functions as a driving force for a program or activity to be implemented. Based on the level of community participation according to Tosun (1999) community participation in the Setu Babakan Betawi Cultural Village is included in passive community participation, namely the community is not too directly involved in tourism development.

2. There is certainty that local communities receive benefits from tourism activities

Tourism activities in the Setu Babakan Betawi Cultural Village provide benefits to the local community. This belief is based on many aspects of tourism activities involving the community, one of which is by empowering the local community to cook food which will later be traded or food ordered by agencies when there is an event at the Setu Babakan Betawi Cultural Village. The benefits of tourism activities in the Setu Babakan Betawi Cultural Village are also felt by UMKM, both those that are fostered by the Setu Babakan Betawi Cultural Village Area Management Unit (UPK) and those that are not.

UMKM that are not fostered can experience directly where all profits can be managed by themselves in order to improve their economy without the need for profit sharing with other parties. In addition to benefits from the economic sector, the Setu Babakan Betawi Cultural Village Area Management Unit (UPK) also expects benefits to be felt in other fields, such as cultural activities of the local community which can be introduced to the outside world. The benefits of this can be felt by the studios in the Setu Babakan Betawi Cultural Village which are fostered and empowered by participating in existing training and workshops.

3. Ensuring Environmental Sustainability

Setu here functions as a water reservoir for the South Jakarta area. The use of Setu by the local community and the Setu Babakan Betawi Cultural Village

Area Management Unit (UPK) has had an impact on the Setu waters themselves. Utilizing Setu as a water reservoir is an effort to preserve the environment while still paying attention to the benefits obtained while maintaining the existence of each environmental component for future use. In research conducted by Rosdiana (2018) explained that environmental sustainability greatly influences the sustainability of the tourist destination itself. The creation of community-based tourism can be indicated through several symptoms and the role of the community in determining the tourism sector that was built in the Setu Babakan Betawi Cultural Village.

4. Maintain unique local character and culture

The Setu Babakan Betawi Cultural Village still maintains local culture so that it is maintained by creating a museum where tourists can see knick-knacks, artifacts, cooking utensils, and also the cycle of the Betawi people and currently there is a museum that is still under construction, namely there will be types of plants typical Betawi, then the local customs that are usually carried out by the Betawi people, and also now you can see how a typical Betawi house is.

Betawi arts such as Betawi nuanced music, Betawi dance, pencak silat, Betawi theater such as lenong and Betawi masks are still being held every weekend to maintain the local arts of the Betawi people. The holding of Betawi food or art workshops continues to be strengthened and perfected so that the existing local character and culture are well preserved for now and in the future. Suardana *et al.* (2022) states that in sustainable tourism it is not enough only to be ecologically sustainable and the sustainability of economic development, but what is no less important is cultural sustainability, because culture is one of the most important resources in tourism development.

Supporting Factors and Inhibiting Factors in The Development of Cultural Tourism in The Setu Babakan Betawi Cultural Village

Supporting Factors

1. Cultural conditions are still maintained

One of the strengths of tourism in the Setu Babakan Betawi Cultural Village is its high dependence on natural resources and local culture. The Setu Babakan Betawi Cultural Village presents cultural conditions that are still maintained. There is only one Betawi Cultural Village in DKI Jakarta, namely the Setu Babakan Betawi Cultural Village. Because the others are only Betawi villages which are just an area, not Betawi Cultural Villages in which they still maintain and develop Betawi traditions and culture.

In the Setu Babakan Betawi Cultural Village, we can see cultural elements that can attract tourists. Then here you can also see the shape and architectural

characteristics of the Betawi tribe. In addition, tourists can also enjoy food and drinks or typical clothes from the Betawi people.

2. Local community involvement

The local community here is also involved in the development of cultural tourism in the Setu Babakan Betawi Cultural Village by participating as business actors who can support tourism facilities in the Setu Babakan Betawi Cultural Tourism Village. Then the local community also provides support when there is a program in developing cultural tourism here. The local community took part in making the Betawi Cultural Village Setu Babakan receive a CHSE award. Tourists' interest in the Setu Babakan Betawi Cultural Village tourist destination is not only in the beauty of its natural resources, but also in the culture of the local people who are hospitable in receiving tourists. So that tourists get a sense of comfort in traveling in the Setu Babakan Betawi Cultural Village.

3. Government support

That comes from related agencies that are mutually integrated with the management of the Setu Babakan Betawi Cultural Village in accordance with the roles, duties and functions of the agency itself. There is Water Resources (SDA), there are other agencies that own the land, the Parks and City Forest Service.

Then there are many traders who have to be fostered by UMKM even though they don't have assets here but they have the responsibility to foster it or for example there is a need for health. Even though these agencies do not have assets here, they can still take on roles according to their respective duties and functions, according to their portion. Here it is possible for any agency to provide support with a note that there is a match between the needs of tourism management and the functions of that agency.

4. No charge

The Setu Babakan Betawi Cultural Village is a public space, so that it is used without charging fees from tourists. Setu Babakan Betawi Cultural Village offers unlimited access to tourists without charging a penny. The location of free tourist attractions is a tourist attraction when visiting the Setu Babakan Betawi Cultural Village. attract tourists for free. Of course, it is very different from tourist destinations in general, where you have to pay when you want to enter.

Inhibiting Factors

1. Operational Limitations

In the Setu Babakan Betawi Cultural Village, operational obstacles were found, namely a lack of coordination. According to Mr. Indra as Secretary of the Setu Babakan Betawi Cultural Tourism Village Research and Development Forum, there was a lack of coordination between tourism actors and cultural actors among whom there was concern as a result of tourism activities that used culture as their object.

2. Structural Limitations

(1) The attitude of tourism actors in the form of mindsets related to culture has begun to be left behind due to current technological advances that are developing. This has an impact on reducing cultural space and minimizing cultural prominence in the Setu Babakan Betawi Cultural Village community. The influence of globalization that is not utilized properly is one of these factors and there must be responsibility from all stakeholders related to culture in the Setu Babakan Betawi Cultural Village.

(2) Inappropriate legal regulations. Regulatory issues that are not yet clear have an impact on the rules that apply in the Setu Babakan Betawi Cultural Village. There is no proper legal regulation yet because there is still no master plan in a rule which is the main reference. So that the existing planning is still not clear direction because there is no main reference.

In addition, there are regional regulations that have not been implemented properly. Regional Regulations (Perda) made by the government have not been implemented optimally because there has been no appropriate action for people who do not follow the regulations that have been made.

(3) Lack of financial support

The financial capital or costs required for the construction or development of the Setu Babakan Betawi Cultural Tourism Village is still lacking. No special funds were given to the community to develop tourism activities in the Setu Babakan Betawi Cultural Village.

3. Cultural Limitations

In the Setu Babakan Betawi Cultural Village it was found that the local community was still lacking in education regarding tourism awareness knowledge. Where this can affect tourism development in the Setu Babakan Betawi Cultural Village. This will also affect the local community's sense of ownership of this Setu Babakan Betawi Cultural Village tourist destination.

The local community still does not understand the function of the Setu Babakan Betawi Cultural Village. So that there are still some people who still ignore matters related to tourism activities and also the culture that is here.

Tourism as Poverty Alleviation in the Setu Babakan Betawi Cultural Village

In the economic sector, there are several people who feel the positive impact of the Setu Babakan Betawi Cultural Village. In the past, many people became unemployed, experienced economic difficulties or found it difficult for the business they built to develop with the Setu Babakan Betawi Cultural Village, there were several people who started culinary businesses in the Setu Babakan Betawi Cultural Village such as soto Betawi, dodol, nasi uduk, traditional drink that can reap a lot of profit. Apart from that, there are some people who have also started home-based businesses and are able to have several employees. The benefits felt by the local community are in accordance with the economic vision and mission of the Setu Babakan Betawi Cultural Village, namely to improve people's welfare. The existence of the Setu Babakan Betawi Cultural Village helps in terms of the economy starting to live and run.

The Setu Babakan Betawi Cultural Village Area Management Unit (UPK) also empowers the community in the neighborhood to instill a good mindset and want to work hard so that the surrounding community is not spoiled by the existence of the Setu Babakan Betawi Cultural Village. The Setu Babakan Betawi Cultural Village Area Management Unit (UPK) and the local community also opened workshops for tourists who wish to make Betawi batik, dance exercises or martial arts training. In addition to continuing the culture, this is also a new livelihood for artists in the Setu Babakan Betawi Cultural Village so that they can have income every day. This makes the cultural vision and mission in line with the economic vision and mission of the Setu Babakan Betawi Cultural Village. The results of these interviews are in accordance with research conducted by Lia Siti Maulida (2019) which explains that planning and management are important things in tourism to improve welfare and poverty alleviation efforts.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research "Implementation of Community Based Tourism (CBT) in the Development of Cultural Tourism (Study in Setu Babakan Betawi Cultural Village)" which was studied by researchers based on research results obtained in the field as well as discussion of the research focus the following conclusions can be obtained:

1. The Setu Babakan Betawi Cultural Village is a tourist attraction with a community that is developed by culture which includes ideas and works, both physical and non-physical that have tourism potential with

Betawi cultural images along with the Betawi people in it. The concept of tourism offered at the Setu Babakan Betawi Cultural Village is cultural tourism. Cultural tourism can continue to run well, of course, the attractiveness of cultural tourism must always be preserved. Therefore the local community plays an important role in the development of cultural tourism along with the preservation of ancestral culture. Because basically the community is the main actor in tourism activities. This tourism concept plays an active role in tourism development whose goal is to empower the surrounding community. This distinctive feature is the involvement of the local community in community-based tourism activities or what is commonly called Community Based Tourism (CBT). This CBT concept needs to be applied in tourism development in a tourism object that has potential that can be developed and the role of the local community also does not forget because they are the ones who best understand the tourism potential that exists in their neighborhood. The development of cultural tourism in the Setu Babakan Betawi Cultural Village has been implemented in accordance with the principles of community-based tourism as follows:

- a. Involve community members in decision making
 - b. There is certainty that local communities receive benefits from tourism activities
 - c. Ensuring environmental sustainability
 - d. Maintain local character and culture
2. There are several supporting factors in the development of cultural tourism in the Setu Babakan Betawi Cultural Village, namely:
- a. Cultural conditions that are still maintained
 - b. Local community involvement
 - c. Government support
 - d. There is no charge
3. Meanwhile, those that become obstacles in the development of cultural tourism in the Setu Babakan Betawi Cultural Village can be classified as follows:
- a. Operational limitations, the obstacle being the lack of coordination between tourism actors and cultural actors
 - b. Structural limitations, which become obstacles, namely attitudes towards tourism behavior, the rule of law that is not yet appropriate, and the lack of access to economic/financial capital
 - c. Cultural limitations, the obstacle is the low tourism awareness of the local community

4. Tourism is able to alleviate poverty in the Betawi Cultural Village because there are many benefits from the economic sector that are felt by the community, one of which is the opening of employment opportunities. Having tourists who come are able to help accelerate the circulation of existing money by making various transactions ranging from buying souvenirs, food and drinks, or trying various kinds of available rides. It can also improve people's welfare.

ADVANCED RESEARCH

The limitation of this study is to culinary development of cultural tourism in the Setu Babakan Betawi Cultural Village therefore, further research is requested to develop other problem variables related to marketing strategy in Indonesia.

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