

# THE DYNAMICS OF PARTICIPATION: THE TOURISM OBJECT MANAGEMENT OF CIGARU BLUE LAKE

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## ABSTRACT

Changes are also resulted from the community 's efforts to develop Cigaru Blue Lake into a tourist attraction. In connection with all the changes that occur by the community participation, this study aims to describe 1) the stage of community participation in the management of Cigaru Blue Lake tourism object, 2) the dynamics of community participation in the management of the tourism object, and 3) the supporting and inhibiting factors of the community participation in the management of Cigaru Blue Lake tourism object. This study uses a qualitative approach with descriptive method. The data are collected through observations, interview, and documentations. The results of the study show that the dynamics of participation that occurred in Cigaru Blue Lake tourist attraction brought some changes with the addition rides, adequate public facilities, and the ability to collaborate with the local government (Cisoka District). The supporting factors are the programs that are in accordance with the needs and interests of the community and comply with the prevailing values so as to create strong bonds between the communities. Meanwhile, the inhibiting factor is the geographical condition of the region and the weak economy state of the community which makes the management run slowly.

**Keywords:** Dynamics, Participation, Management, Tourist Attractions

## INTRODUCTION

The Community development actually places the community as the main subject of the beneficiaries, furthermore, it must also be involved in the development process. The community involvement is needs to explore their needs and strengths for the development that will be carried out. The identification of the needs and strengths of the community needs to be done so that the development has positive impact on the community. One of the positive impacts of development is not only measured materially, where the community experiences an increase in the economy, but also the changes in society that are increasingly efficient (Hasan & Azis, 2018). This inspires the idea that the community needs to be involved in the development process because the main goal of the development itself is not only to pursue economic improvement, but more importantly, is to achieve community empowerment. Looking at the social realities in various regions, it seems that there are not many participants who place the community development as a form of community empowerment. As a results, the development process often reduces the community

involvement around the construction site. The community is actually prevented from participating, in fact, it is not infrequently seen as an inhibiting factor for the development.

The development that is more directed at the community empowerment above is in accordance with the concept of *Socioeconomic Development*, specifically, a development that emphasizes human and community aspects (Soetomo, 1998). Through a development approach that emphasizes social rather than economic aspects, it is expected to be able to have impact on a rapid and sustainable economic growth, a decrease in unemployment, a reduction of negative impacts in the health sector as a result of poverty, and an increase in the community participation and independence in the process of the development. Community development through socio-economic development will better enable development priorities to fulfill the needs that further raise human self-esteem, such as full participation in the whole development process, better distribution of development results and improvement of human self-esteem.

The current development paradigm must prioritize the community empowerment, especially for rural communities since rural community development is very crucial, effective, and efficient and plays a role in improving a fair and equitable welfare (Gilang et al., 2021). Talking about community empowerment in the current era of globalization, it will face many challenges such as ecological, economic, political, social and cultural instabilities. The complexity of these challenges shows the need for community empowerment strategies that 1) are able to respond specifically to the conditions and problems of rural communities in each region; 2) develop a community empowerment strategy that is able to encourage the realization of the decentralization concept of development and regional autonomy by generating and linking all the potential skills of the local parties at their level; 3) build empowerment that has a long-term perspective and still adheres to the principles of sustainable development. As Najati, et al in Purnamasari & Ma'ruf (2020) state that there are four principles of empowerment; the principle of equality; Participation; Self-reliance or independence; Sustainable. Where the principle of participation is the most important point for the occurrence of a program in a community group, community participation determines whether or not a program will take place..

One example of community empowerments through the use of the land environment is the establishment of a tourist village or many related to tourism objects that employ and are managed by the surrounding local citizens. Previous studies have demonstrated that tourism has a positive impact on local communities' economy, society, culture, and environment, such as improvement of infrastructure Soeswoyo et al (2018); Wang et al (2009); Yasir (2021) state that village tourism is also a form of community-based tourism, and is considered a more sustainable alternative to tourism, because this type of tourism emphasizes the active involvement of local communities and their controlling role in tourism development in their area. Identifying that an environmental utilization is well managed by the community, thus there is no exploitation of the natural resources without noticing the environmental impact analysis which will cause long problems and dangers such as natural disasters. Also to find out how the influence of the community participation through the use of the environment can improve the economy state as well as the community's skills. The identification is carried out at the tourist destinations located in Cisoka Village, Cisoka District, Tangerang-Banten Regency. It is to find out how complex and effective the dynamics of community participation are to manage the area to become a tourist attraction.

## METHOD

This study intends to get a clearer picture of the dynamics that occur in the community participation of the management that cause some changes that occur in the development of Cigaru Blue Lake tourist attraction in Cisoka District, Tangerang-Banten Regency. The researchers used a qualitative research methods with descriptive approach. The research process began with collecting data using observation, interview and documentation techniques. The determination of the informants was done by a purposive technique because researchers needed the informants who must meet the research criteria. In this research, there were nine informants, namely four tourism object managers and five local members of the community. Interviews were conducted to obtain the information about the dynamics of community participation in the management of Cigaru Blue Lake tourism object in Cisoka District, Tangerang-Banten Regency. Based on the data that had been collected, then, a data analysis is carried out using Miles and Hubberman qualitative data analysis techniques including data collection, reduction, presentation and drawing conclusions. The research was conducted from July to November 2020.

## DISCUSSION

### **The stages of the community participation in the Management of Cigaru Blue Lake Tourism Objects in Cisoka District, Tangerang-Banten Regency**

Based on the results of the research conducted by the managers of Cigaru Blue Lake tourist attraction which was accommodated by Cisoka Village POKDARWIS, as a community as well as a monitor in the management of Cigaru Blue Lake tourism object, it can be seen as follows. First, the community participation in decision-making. There were some decision-making processes that involve the community to participate. The decision-making in the plans had been prepared. At this decision-making stage, several plans to achieve the visions and missions were implemented one by one and step by step. With the participation of the community in making the decision, it became more comprehensive and in accordance with the conditions that the community wished. This decision-making stage was very important, because it determined how the next stages go. The community was very enthusiastic, said the manager when he was being interviewed. There were a lot of ideas and thoughts that people had, all of which were good and positive ideas. People made the decisions based on the needs and circumstances that they had experienced, people did not only think about their desires in developing the tourist object but also how to fulfill those desires. Garrod (Thetsane, 2019) contends that involving a community in tourism planning (through such means as consultation, focus groups and committes) may assist in overcoming resistance or opposition, and avoid decisions that may otherwise cause conflict.

Second, the community participation in implementation. At the implementation stage, the manager required a lot of community participation, the more people who were participating, the easier it was to carry out all the plans that had been arranged and had been agreed upon. This implementation stage included various activities such as making definite structures, making rides and facilities until bookkeeping. The implementation stage began with determining a place that was in accordance with the plan and then distributing the tasks to the managers and the members of the communities that participated, then collecting or buying the needed materials that had been determined. The managers continued to control

the implementation and the community did it according to what had been planned, in its implementation, the community was given the tasks randomly, with various tasks, namely 1) operational officers; ticket guards, parking guards, ride guards, 2) caretakers, 3) securities, 4) mechanics and technicians of the rides and facilities. Because planning and decision-making were carried out by involving the community, the implementation was more in line with the wishes of all parties.

Third, community participation in the evaluation. From the results of the documentation data from AD & ART POKDARWIS (Tourism Awareness Group) Cigaru Blue Lake 2019 it was written that the evaluation time was once every three months and it was used by the managers as the time to report the evaluation to the government (village and sub-district). While at the tourist attraction site, the evaluation was carried out whenever it was needed. Such an evaluation was carried out so that the community and managers could correct the errors that occurred directly. The manager in charge of monitoring would immediately evaluate if he felt there were deviations during the implementation. This evaluation was not only to discuss the deviations or discuss the obstacles, but also to discuss the achievements that had been obtained by Cigaru Blue Lake tourism object. Meanwhile, regarding the follow-up of each evaluation that was carried out by the managers to the local government through reports, there had been no significant follow-up, because the local government only responded with support without assistance.

Finally, the community participation determined the results to be relished. The manager said that the community did not only relish the benefits in the form of physiques or wages, the community could also relish the results of their thoughts, while the benefits of community participation in the management of Cigaru Blue Lake were relished by all the elements, especially Cisoka Village. The real benefit was the big number of visitors who came to the tourist attraction which made Blue Lake Cigaru tourist attraction became more varied which of course increased the income of the tourist attraction. The increase in income at tourism objects also increased the income earned by the participating communities. However, this success did not make the community satisfied. The community felt the need for further participation so that there would be more innovations that would further develop Cigaru Blue Lake tourist attraction. The tourism development that encourages the community participation can stimulate the emergence of local initiatives from the local community (Lindawati, 2018).

In the management of Cigaru Blue Lake tourism object, at the implementation stage, many people participate, in its implementation, the participating communities are divided into various tasks, namely as operation, cleaning, security, and maintenance. Meanwhile, for the manufacture of rides and other creations, they are carried out together and work together. The participation in taking the benefits is inseparable from the quality and quantity of the program implementation results that can be achieved. A program is said to be successful in terms of quantity, marked by an increase in output, while in terms of quality it can be seen by how big the percentage of the success of the program being implemented, whether it is in accordance with the targets that have been set or not. Just like the previous stage, at the benefit-taking stage, the community is also involved, because the purpose of developing Cigaru Blue Lake to become a tourist attraction is not only to develop the area in the tourism sector but also to improve the welfare of its people by creating jobs as well as to increase the community resources which the benefits are relished by themselves. (Chan et al., 2021) state that the local community, as a primary stakeholder, plays an important role in

tourism development. Community participation is in the form of taking benefits not only on what they get such as income, but also on what they can provide. Such as the existence of social services and charitable activities with the funds that comes from the management of tourist objects, managers and participating communities are in line to share the benefits with the entire community of Cisoka Village. Fourth, participation in evaluation. Community participation in this evaluation is related to the overall implementation of the program. This participation aims to determine whether the implementation of the program has been in accordance with the established plan or there are deviations. After making observations, the structural weakness in the implementation of the evaluation has not been in accordance with the schedule, where in the AD & ART POKDARWIS (Tourism Awareness Group) 2019, it is written that the evaluation should be carried out every three months. But technically, the evaluation that carried out does not have a definite time, namely if the community finds obstacles or the need for deliberation because of several things, an evaluation will be carried out, this is to make it easier for the community to immediately follow up if there are obstacles and may find a way out for all problems. Once every three months is used by the community to report to the local government regarding the development of tourism objects. Although the community has not felt the follow-up of what they have reported.

### **The Dynamics of the Community Participation in the Management of Cigaru Blue Lake Tourism Object in Cisoka District, Tangerang-Banten Regency**

Based on the results of the research conducted by the managers of Cigaru Blue Lake tourism object, which was accommodated by the Cisoka Village POKDARWIS as a community as well as a monitor in the management of the Cigaru Blue Lake tourism object, it can be seen that the changes that occurred were as follows. The level of participation is not only seen from the number of people in terms of numbers. In the community participation there are several levels, some of which are that the people are able to develop something that already exists into something new or in other words, creative, the people are able to develop networks or partners, and the people are able to communicate well with various parties. These changes are not only felt by the managers, but also by the participating communities. In an interview with one of the community members, he explained that many changes occurred during their participation, they participated not only to increase the number of the members who joins the management, but they also became more innovative and creative in developing interesting ideas.

The changes that should be the main reason of the development program is to improve the economy state. The low economy state of the community and the difficulty of getting a job at that current time make people inevitably do all kinds of work to earn income. With the development of Blue Lake Cigaru into a tourist attraction, many people are taking part to improve their economy. However, in practical, people have to think for themselves of how to earn income by developing Cigaru Blue Lake. In an interview with some of the participating members of the community, they said that although it was not much, they indeed had an increased income. This increase in the economy certainly comes from those who participate in the management of tourism objects and produce better changes. The impacts of tourism development from economic dimension point of view, it has several indicators in the form of funds for community development, creating of employment opportunities, and the emergence of local community income from the tourism sector (Nala et al., 2021).

The community participation that makes a change is the participation that makes the group more empowered. The outcomes are the ways in which we can see that participation can bring a better change to the group. The strength of the group can be seen from how they become cohesive, maintain the commitment and also prioritize the needs of the group. At first, people still thought about personal gain by managing tourism objects individually so that other people could not participate in managing tourist objects. However, over time, the structure of the community management has been made so that they are eager to maintain the integrity of the group. The changes in the group power are the signals that the participation has results.

The results that most determine the change are the results in the form of visible achievements, in physical form, although thought is the background of these physical changes. The achievements obtained by the tourist attraction are the evidence of a change that the community has participated well with the innovations and creations from the managers and the people who participate so that Cigaru Blue Lake can be developed to become an interesting place not only for taking pictures but also for its many rides that are equipped with good facilities. Not only that, the achievement of the tourist attraction has brought a good results, namely the tourist attraction has conducted several charity activities with the surrounding community, it has also developed partnerships with the private sectors for the merchant allocation funds so that it is more neat and organized, hence, it does not envelop the beauty of Cigaru Blue Lake.

The most significant changes that made based on community participation in managing Cigaru Blue Lake as a tourist attraction are physical changes to Cigaru Blue Lake itself, changes in the form of previously planned achievements where the process has been carried out by the community. The result of achieving a tourist attraction is an evidence that the community participation brings a change to a tourist attraction. The researchers see that there have been many changes in the tourist attractions. Observing the initial condition of Cigaru Blue Lake in 2015 where in that year there were only two lakes with nothing else of interest, the barrier between the tourists and the lake was only made of rope so that the tourists felt safe and did not approach the lake. In that year there was also no management, there were only illegal levies from the community. The illegal levies were the beginning of the formation of the management of Cigaru Blue Lake as a tourist attraction. The changes that occurred later in the form of the addition of rides that attracts visitors to the tourist attractions, the community doesn't only add rides but also adds adequate public facilities so that the visitors feel comfortable in the tourist attraction. The achievements of tourist objects are not only in physical changes, but the community continues to develop achievements by partnering, so far the community already has the partnership with the local government (Cisoka District) in the form of funds for the allocation of the merchants to be more organized, because many merchants' tents were built carelessly so that it blocked the view of the blue lake. The community also has the partnership with PT. Djarum Super in the form of additional photo spot funds. Not only that, the tourist attraction has been able to carry out social services in the form of charity to the surrounding community in need whose funds are the results of the management of the tourist attraction.

All the changes that occur are based on the willingness of the community in participating in the management of Blue Lake Cigaru as a tourist attraction, it can be concluded that the changes occurred due to the changing mindset of the community to be more advanced. The mindset of an advanced society makes the people innovate to adapt to

the times. The innovations made by the community resulted in changes in physical form and management of Cigaru Blue Lake Tourism Object. In which, innovation is a new tool, thing, or idea where it has never existed before, where the creation of this new thing is expected to be something interesting and useful. Someone who always innovates can be called an innovative person, a person who innovates is called an innovator.

### **The Supporting and Inhibiting Factors of the Community Participation in the Management of Cigaru Blue Lake Tourism Object in Cisoka Village, Tangerang-Banten Regency**

The results based on the research conducted by Cigaru Blue Lake tourism managers accommodated by POKDARWIS Cisoka Village as a community as well as a monitor in the management of Cigaru Blue Lake tourism object, the followings are factors that support and hinder the participation. The first one is the supporting factor. Necessities are the reasons of some individuals to do work. Doing a work out of necessities will make some individuals more industrious. Likewise, that is what happened to the people of Cisoka Village in developing Cisoka Blue Lake into a tourist attraction. The community participation that takes places are based on the community's need for work to support the community's economy. The community participation occurs with the support of the community's need for economic fulfillment. The necessities that drives the community to participate may also develop their insights and thoughts by fully participating in the management of the tourism objects.

The interest is a supporting factor of the community activities, where it is a factor that greatly influences the community to participate in all kinds of activities in their environment. The public's interest in developing Cigaru Blue Lake into a tourist attraction is very large, it is this interest that attracts the community to participate in the management of the tourist attraction. Interest is not just a desire for services, but how people can continue what they have been interested in. That is why Cigaru Blue Lake tourist attraction can grow with the support of the community management.

The community members generally participate not based solely on needs and interests. However, people will also choose the works or activities that are not against the customs. The development of Cigaru Blue Lake into a tourist attraction that does not go against the customs will attract more people to participate. The tourism object management area is still very thick with customs, making the managers and participating community have to follow the existing customs. However, it is also a factor that supports the community to participate because the development of Cigaru Blue Lake is in accordance with the customs of the surrounding community.

What supports the participation to occur the most is the interconnectedness of the community. The bond referred to the relationship between the members of the community. The community bond is in the form of the good relationships between the people through interaction and communication so as to create community commitment to participate in any activity. The community commitment can also be seen by the continuous development of the ways to manage the tourism objects to become more directed gradually, not stopping at just one position, in fact, the people tend to have more desires and many people are still consistently participating in developing Cigaru Blue Lake tourism objects and that is because of the well communication so that the community and managers have the same desires and goals.

Not only it is the bond between the fellow communities, the attitude of the community is also a supporter of participation. The attitude of the community that encourages the participation is a voluntary attitude. Volunteering is as important as the willingness of the people to choose the path they should take. Without a sense of volunteerism, people will tend to choose according to the amount they will get and people will tend to be idle in carrying out various activities. The suppression of the urgent needs becomes a voluntary motive for the community to participate. People do not really care about the amount of income they get. Instead, people think that by participating in the development of Cigaru Blue Lake tourist attraction, the community can have an income that can at least increase slowly.

Next are the factors that hinder the participation. Some of the characteristics of the society that become an obstacle in the implementation include the community communication which seems closed to the changing times that occur in the society. People think that the present doesn't fit for the people of Cisoka Village, not only that, the trait of the community which is an inhibiting factor for carrying out joint activities and participating in activities is selfishness.

Geographical location is not only an obstacle in the management, but also a hinder in attracting the community to participate. Cigaru Village is a little deeper from Cisoka Village, making Cisoka Village community feel further away if they have to participate in the management of Cigaru Blue Lake. Meanwhile, the number of Cigaru local citizens alone are not enough to develop the Blue Lake into a tourist attraction. The geographical location of Cigaru Blue Lake is the same as several other tourist attractions that must be pursued with effort, the geographical location that becomes an obstacle does not make the people to stop developing Blue Lake as a tourist attraction but instead it becomes the reason for the managers and the community to further develop the Cisoka Village area in the tourism sector.

The last thing that hinders the community from participating in the management of Cigaru Blue Lake tourism object is the village's economy state. Not only the community's economy state will affect the running of the development, but the village's economy state is also one of the influencing factors. The inhibiting factor is the economy state of Cisoka Village which is still weak, making the village government hasn't used it utmost effort in supporting the development of the area through the tourism sector. In developing an area based on the wishes of the community, the local government should fully give its support.

The community participation is actively involved both physically and mentally, the community participation in the form of physical presence is to manage or operate the tourist objects, the ability to make various kinds of rides and facilities, and other developments to make Cigaru Blue Lake more attractive. Meanwhile, the community participation in the form of thoughts are the ideas and innovations that are conveyed by the community as a plan to develop Cigaru Blue Lake as a tourist attraction. Participation implies an involvement to change, an occurrence of a learning process towards improvement and an improvement of a better quality of life. The development through community participation is one of the efforts to empower the community's potential in planning a development that related to the potential of the local resources based on the deliberation studies, specifically, an increasing aspirations in the form of real wishes and needs in the community, an increasing motivation and participation of community groups in the development process, and an increasing sense



of belonging to the community groups towards the program of activities that have been prepared.

The inhibiting factor in community participation consists of several factors such as the attitude of the people who are indifferent to some changes in their community. In addition, the second factor is the geographical condition of the community's residence and the third is the economy state of the village. In its implementation, obstacles occur due to several factors. There are several internal factors and habit factors. Gupta dan Bhatt found that unawareness, perceived negative aspects of tourism, seasonality, lack of proper training and entrepreneurial skill hinder local community participation in tourism (Kala & Bagri, 2018).

## CONCLUSION

The dynamics of community participation in the management of Cigaru Blue Lake tourism object in Cisoka District, Tangerang Regency are; 1) At the participation stage, the community members participate in all stages of the development and management of the tourism objects, specifically, at the decision-making stage, implementation stage, evaluation stage and profit-taking stage. 2) The changes that occur in the management are the level of participation, economic level, group strength, achievement of the tourist objects, and the changes due to the community innovation. 3) There are some factors that support and hinder the community participation. Some of the supporting factors include: it is in accordance with the needs of the community; public interests; it does not conflict with the customs; which evokes the bonds among the members of the community; the last one is the attitude of the community towards the development of Cigaru Blue Lake into a tourist attraction which greatly influences its implementation. While several factors that hinder the implementation of the community participation are as follows: The closed attitude of the society and egoism; The geographical location of the area that hinders the community from managing and prevents the community from participating; The weak economy state of the villagers that makes the local government cannot give the maximal support in developing the tourism objects which makes the community and the managers develop tourism objects slowly. At the evaluation stage, the managers should adjust the technical schedule according to the schedule, so that the community may re-evaluate their long-term plans, as well as to have a fixed structure. 2) The community must always develop ideas to innovate, the community and managers need to look at other sources and references for the tourism object development in order to achieve further plans. 3) The Tourism Office of Tangerang Regency should pay attention to the areas that wish to grow through the tourism object development program. The community really needs the supports in the form of morals and materials for the tourism development in Cisoka District area, especially Cigaru Blue Lake.

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