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A STRUGGLING PHASE OF A TOURISM VILLAGE: A CASE STUDY ON KEMIRI TOURISM VILLAGE JEMBER

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ABSTRACT

Since its opening on March 2021, Kemiri Tourism Village was, still, facing a number of problematic issues. The decreasing number of visitors was an alarming sign for the destination. Investigating the current condition of the tourism village was essential to get a comprehensive picture of what really happened. Based on that purpose, this case study was conducted by utilizing the concept of 4 As tourism components covering attraction, accessibility, amenities, and ancillary. The data was collected through interview with Kelompok Sadar Wisata (Pokdarwis), tourism awareness group, of Kemiri, observation to the destination, and content analysis on visitors' reviews and other accessible sources regarding the tourism village. The results of the data analysis showed that the tourism village faced a number of issues based on the 4 As tourism components. Regarding the attraction, the tourism village needed to discover its unique attractiveness to make the destination distinctive from other tourism villages. In addition, when dealing with amenities, Kemiri Tourism Village should make a big effort to rebuild the destination due to the fact that there were a number of facilities that did not exist any longer when compared to its initial condition. Widening and strengthening partnerships were also essential to achieve better networking that would be beneficial to improve promotions.

Keywords: Kemiri Tourism Village, tourism village, 4 As Tourism Components

INTRODUCTION

Tourism industry is undoubtedly a promising sector that contributes to a country's economic development. As a country with enormous tourism potential, it is unquestionable that Indonesia pays special concern of the development of tourism sector specifically in the post-pandemic era. As an important note, the tourism industry contributed to Indonesia gross domestic product (GDP) at 4.6% to 4.9% prior to the global crisis (Mun'im, 2022; The Ministry of Tourism and Creative Economy, 2020). Indeed, regaining the positive tourism performance is a crucial and inseparable part of national economic recovery of Indonesia.

A logical consequence of the effort to rebuild the tourism industry is utilizing any potential resources that will lead to the achievement of the purpose. Relying on natural types of tourism may not be sufficient since today's tourism industry has transformed into wider spectrum. Probably, one of the most obvious changes in tourism industry, in

Indonesian context, is the increase of tourism villages in recent years. At the time being, Jejaring Desa Wisata, also known as Jadesta, a networking platform of communication for tourism villages, reported that there were 4,726 tourism villages in Indonesia (Jejaring Desa Wisata, 2023). From those, 3,478 were still in their initial stage of development, 942 were developing, 284 were advanced, and 23 were categorized as independent tourism villages. The number shows that the desire to transform villages into interesting destinations to attract visitors to come, experience, and learn the authentic uniqueness, along with each potential characteristic (Sudibya, 2018) is quite exceptional. When compared to the data in 2018 with 1,734 and in 2022 with 3,524 tourism villages (Fasa et al., 2022), the increase was significant enough.

Considering the increasing number of tourism villages in Indonesia, it is essential to question the impact of the existence of tourism villages on tourism industry. Interestingly, the Ministry of Tourism and Creative Economy claimed that around 44% of tourists chose to travel to tourism villages in the post-pandemic era (The Ministry of Tourism and Creative Economy, 2023). With such a notable contribution, the development of tourism villages should be taken into serious consideration. For sure, it is expected that this will lead to improved national economic growth.

The promising potential of tourism village has also attracted the attentions of tourism actors as well as local governments including in Jember, East Java. It is important to note that Jember has shown great efforts in developing the tourism industry (Kamal et al., 2023). For sure, the initiation and development of tourism villages in the area were also done to support the exertion. At the time being, there were 8 tourism villages located in Jember (Jejaring Desa Wisata, 2023), one of which is Kemiri Tourism Village which was officially opened on March 2021 (Pemerintah Daerah Kabupaten Jember, 2021). The opening of Kemiri Tourism Village was expected to positively contribute to the villagers in Kemiri, specifically to the economic growth.

Kemiri Tourism Village is located in Panti Sub-district, around 17 km to the southwest direction of Jember's downtown. The village is located on the slope of Argopuro Mountain with a countryside atmosphere. The main tourism destination within the village is Dusun Delima where Kemiri Resort, Kemiri Resto, and Rumah Jamur (mushroom cultivation house) are located, along with Dusun Sodong for sport activities and Dusun Danci with its coffee plantation (Kholifah & Nusantara, 2022). The tourism village, at the time being, was managed by Pokdarwis (tourism awareness group) of Kemiri, a group of individuals who were incorporated in a community or organization with specific concern and role in developing and managing the tourism village (Asmoro et al., 2019), and had been verified by the local government tourism office. Identified as an educational tourism, widely known as edu-tourism, destination, the tourism village offered the visitors with various spots including Mushroom House, Jember Coffee Center (JCC), Kemiri Resto, bread factory, liquid smoke production, and more. In addition, Kemiri Tourism Village also offered several tour packages including bike package, walking package, family education package, romantic dinner at Kemiri Resto, village tour, Edufan at JCC, outbound, and more.

With such intriguing offers, especially by considering the fact that the destination has been open for public since 2021, it is essential to question whether Kemiri Tourism Village was able to keep attracting visitors to come. As a matter of fact, based on the preliminary study through an informal interview with a member of the Pokdarwis of Kemiri, the tourism village got great public attention shortly after its official opening. Many tourists visited the destination. However, starting from the second semester of

2022, the visits started to decrease. Since then, Kemiri Tourism Village was experiencing a struggling situation.

The current condition of Kemiri Tourism Village triggered a question of what actually happened. To answer that, it was essential to carry out a careful analysis to help the destination understand fundamental problems that needed to improve for better future. In this case, the concept of 4 As tourism components can be adapted as the basis of analysis to examine the existing condition of the destination (Kamal et al., 2023). This concept covers 4 important components of tourism including attraction, accessibility, amenities, and ancillary.

Attraction, one of the 4 As tourism components, is probably considered as the most important component of tourism. This is simply the main reason why tourists visit a destination and enjoy and experience what it offers (Fletcher et al., 2018). Without a doubt, a particular place will never be a tourist destination if it does not offer any attraction. For instance, in tourism village context, an attraction can be the beauty of the nature in the village, the culture, and any valuable potential to be offered to visitors. As a logical consequence, attraction is the very first aspect to consider before initiating and developing a destination. In addition, in the context of tourism village, it is also important to remember that attraction also refers to what mainly distinguishes one tourism village to another.

The next important component is accessibility. This one is related to infrastructure and means of transportation that influence visitors to, or not to, visit a destination (Kamal et al., 2023). It means that accessibility discusses about the physical condition of the infrastructure to get to the destination as well as the means of transportation to get to the tourism village, either public or personal ones. In most contexts, the easier it is to get to a destination the higher the chances of the one to be visited by, many, tourists.

Amenities come next as one of the 4 As tourism components. This one covers any facilities at or near a destination including accommodation, food and beverages, and any adequate facilities enabling visitors to enjoy their leisure time at the destination in a period of time (Andrianto & Sugiana, 2016). When visiting a destination, travellers may ask about the availability of hotels, homestays, restaurants, shops, parking spaces, toilets, and others. In many cases, visitors complain about unexpected experiences because of inconvenient facilities making them leave bad reviews about the place and do not want to revisit the location in the, near, future.

The last component is ancillary that is related to the extras that tourists get when visiting a destination (Ismail & Rohman, 2019). Even though this aspect seems to deal only with any additional or complementary values, still, this will lead to satisfaction and even loyalty from the visitors. In some cases, ancillary is also related to people's roles in developing and managing a destination that includes policy makers, communities and groups, and individuals (Kamal et al., 2023). In other cases, this component is related to different aspects such as the availability of tour guide, communication network, security personnel, electricity, and trash bin (Tsani et al., 2021).

Considering the struggle faced by Kemiri Tourism Village, it was important to investigate the current condition by considering the 4 As components. Therefore, this study aimed at how was Kemiri Tourism Village at the time being. By answering the question, it was expected that the tourism village would get comprehensive data related to what to improve to regain visitors' interest to come to the destination.

METHOD

This study was carried out qualitatively by implementing a case study. As Ary et al. (2010) suggested, a case study focused on a single unit, in this case Kemiri Tourism Village, to product a rich and holistic in-depth description, specifically related to the focus of the discussion. This case study aimed at investigating the actual current condition at the tourism village by adapting the concept of 4 As tourism components.

The data was collected by implementing interview, observation, and content analysis. The interview was conducted by asking open-ended questions to the management of Kemiri Tourism Village. In this case, the open-ended interview was carried out in an informal atmosphere in form of a group discussion. After conducting the interview, an observation followed. This was done by visiting the tourism village in order to see the real condition of the destination. To complete the data, a content analysis was also done. The analyzed contents were the testimonies written by individuals who had visited the destination, especially the negative ones. Finally, the collected data, then, was analyzed and presented descriptively in the following section.

RESULTS AND DISCUSSION

It has been explained clearly that this study focused on investigating the current condition of Kemiri Tourism Village especially regarding the struggle faced at the time being. The analysis was based on the concept of 4 As tourism components covering attraction, accessibility, amenities, and ancillary. The data was collected through interview, observation, and content analysis. The results and discussion are presented below.

Attraction

Attraction is unquestionably the soul of any tourism destination due to the fact that travellers visit a place because they want to see, experience, and/do something, which is related to what attraction means in its simplest definition. Kemiri Tourism Village was no exception. This aspect was still one of biggest concerns in the tourism village.

Kemiri Tourism Village was basically a destination with the natural atmosphere of a village where visitors could do various activities especially culinary. This is supported by reviews written by travellers who had visited the place. However, this seemed to be insufficient. The tourism village needed to find specific and unique characteristic(s) making it distinctive when compared to other tourism villages.

From the interview with the Pokdarwis of Kemiri, it was revealed that they, as the management of the tourism village, realized that the destination needed to find the most interesting feature of the village as the main attraction. The leader of the Pokdarwis stated that relying on the natural features was not enough because other villages in the area simply had the similar. Showcasing the cultural aspect was quite problematic as it was very difficult to find a prominent cultural tradition originally from the village. Therefore, this group chose to bring the concept of educational tourism village in its initial stage. Nevertheless, the concept was not as interesting as expected.

*“Our initial concept was to develop an educational tourism village. Unfortunately, visitors who come are more interested only to have fun.”
(Interview with the leader of the Pokdarwis)*

The fact that Kemiri Tourism Village offered educational activities covering the visits to Rumah Jamur, Jember Coffee Center (JCC), Kemiri Resto, bread factory, and liquid smoke production, and to experience an activity called One Day as a Farmer did not really attract the visitors. Mostly, they came because the news regarding the opening of the tourism village went viral and they wanted to be the part of the hype.

Kemiri Tourism Village was actually quite successful to attract people to visit the destination at the beginning. Besides the intriguing news regarding the opening, the fact that the Pokdarwis of Kemiri made such a great effort to beautify the resort as the main point of the destination had influenced visitors' decision to visit the tourism village. In this case, the Pokdarwis built various constructions including Kemiri sign, bamboo decks, and gazebos. On one hand, this was done to beautify the site which was related to the attraction component. On the other hand, this was also related to amenity component especially the constructions that were built for functionality.

Based on the interview, it was revealed that the Pokdarwis invested a great amount of investment to build the constructions. Unfortunately, the choice of utilizing natural materials like bamboo brought unexpected consequence. The constructions did not last long enough so that the management had to disassemble them for safety reason. At the time being, based on the observation, the bamboo decks and gazebos were did not exist any longer.

From the explanations regarding the attraction, it is clear that there were several aspects that contributed to the problems. The fact that Kemiri Tourism Village had not found its unique characteristic(s) made the tourism village need to discover its distinctive feature(s) as the main attraction to offer. As an important note, many tourism villages in Indonesia have successfully discovered their unique attractions so that they are able to provide something different for travellers.

As a comparison, for instance, Bangsring Tourism Village, located in Banyuwangi, East Java, is a tourism village that offers the natural beauty of coral reefs as its main attraction where visitors can go snorkeling at the coral reefs conservation-based ecotourism (Lailatufa et al., 2019). Kemiren Tourism Village in Banyuwangi, East Java, is another example of tourism village with a distinctive attraction where visitors are offered with the authentic culture of Osing, native ethnic of Banyuwangi (Silalahi & Asy'ari, 2022). Another one is Kelor Tourism Village which is located on the slope of Merapi, one of the most active volcanoes in Indonesia, where a historical building of *joglo*, Javanese traditional house, which is very distinctive and has significant historical value is located (Wardani et al., 2023). From those tourism villages, it can be concluded that a tourism village must have specific attraction that can come from any different perspectives including natural, cultural, and historical ones.

Accessibility

Kemiri Tourism Village is located in Panti Sub-district, around 17 kilometers to the northwest of Jember's downtown. The tourism village is located in a rural area and can be accessed via two main routes. Unfortunately, at the time being, there was no public transportation that visitors could take to go directly to the destination. In this case, private vehicles, both motorcycles and cars, were the options to choose.

Actually, the local government of Jember did an innovation by launching Angkot Sultan, city transportation that could be rented by visitors to explore tourism destinations in Jember including Kemiri Tourism Village. As implied, this was not a regular-based

transportation in which visitors could utilize this by order only. It means that a specific plan to visit the destination should be made first.

In general, based on the observation, the road to the destination was adequate. Only a small portion of road, from the main road to the Kemiri Resort, that was still an unpaved village road. Even though there was a statement by a visitor criticizing this condition, from the Google reviews, to be frankly, this was quite problematic to comment on this issue. The improvement of the transportation infrastructure could only made by policy makers at the higher levels; not the Pokdarwis as the management of the tourism village as stated by the leader in the interview.

Typically, the improvement regarding accessibility becomes necessary when a destination keeps attracting more people to visit. In a simple assumption, when Kemiri Tourism Village is successful to attract bigger number of visitors, there will be a priority to help the destination improve including the accessibility. In addition, it is also essential to consider the accessibility for visitors with disabilities. This is due to the fact that people with disabilities today are willing to practice tourism and the number keeps increasing over the time (Benedetto, 2023).

In addition to the explanation above, it was also found that there was no signage that specifically provided directions to the tourism village. It was quite difficult for travellers who had never visited the destination before to go there, especially the ones from outside Jember. Fortunately, web services providing the information about the area, along with the directions, such as Google Maps has been sufficient to help travellers go to Kemiri Tourism Village.

Amenities

Since its opening, Kemiri Tourism Village had developed several aspects including the ones regarding amenities. It is also important to take into account partnership aspect regarding this component. In this case, there were facilities, either public and private, that became integrated part of the tourism village.

Kemiri Tourism Village was known with its culinary delight. Visitors could enjoy various types of traditional food especially mushroom satay at the Kemiri Resort. Here, the visitors were offered the natural view of paddy field while enjoying the food at available huts. In addition, there was also Kemiri Resto where visitors could enjoy traditional menus at a restaurant with traditional architecture.

Other facilities were mosque, parking area, and toilets. Unfortunately, based on the observation and interview, there was no accommodation near the area. It means that the visitors were not able to stay overnight at the destination.

A major issue to discuss regarding this component was that there were facilities that did not exist any longer. Bamboo decks surrounding the paddy field were disassembled. So did several huts located at the Kemiri Resort and Rumah Jamur. Based on the interview, the Pokdarwis believed that the bamboo, as the main material used, was easily weathered.

“... our decision of using bamboo for the decks and huts seems to be inappropriate. As the time goes, they became weathered.” (Interview with the leader of the Pokdarwis)

The above issue brought considerably significant bad consequence to Kemiri Tourism Village. The bamboo decks and huts were disassembled due to safety reasons.

Unfortunately, this led to another consequence. At the time being, the unique characteristic of the tourism village did not exist any longer.

In addition to the previously explained issue, there were also critics regarding the facilities from the visitors. One review stated that the parking space, especially for cars, was not sufficient. This is in line with the result of the observation. The visitors needed to park their cars on a yard of the mosque near the location.

As clearly explained above, Kemiri Tourism Village was facing several issues regarding the third component, amenities. There is no doubt that the tourism village needed to make meaningful and fundamental improvement on the aspect to provide the visitors with convenience which would lead to satisfaction. The quality of amenities positively and significantly influence tourist satisfaction (Sugiana et al., 2022). In addition, it is also essential to understand the target visitors of the tourism village. Knowing the characteristics of the visitors will help improve the amenities more effectively. For instance, Siwek et al. (2022) suggest that accommodating specific characteristics of visitors regarding the services and amenities helps a host, including tourism village management, fulfill tourists expectation.

Ancillary

Ancillary is a tourism component which also plays an important role in the development of tourism destination. Because this component is related to the organization and people managing the destination (Bagaihing et al., 2021), it is essential to take this aspect into account in this study. Specifically, the analysis on this component was related to the Pokdarwis of Kemiri especially the problems they faced at the time being.

One of the issues faced regarding this component was related to how to provide excellent service to the visitors. There was a review saying that it took a quite long time for the host to serve food they order. In the interview, it was revealed that the management got difficulties to handle orders especially in a big amount. For sure, the limited experience was a reasonable cause of this.

Another interesting fact was related to occupations of the members of the Pokdarwis. Most of them had to deal with their jobs outside the tourism village. This made their focus slightly divided. On one hand, they were responsible to manage the tourism village. On the other hand, however, they also had to work outside the destination.

In addition to the explanation above, the leader of the Pokdarwis also stated that they needed more supports from the policy makers such as the local government as well as other parties in partnerships beneficial to the development of the tourism village. In addition, the roles of academics were also expected to help the tourism village revive especially in the difficult condition.

There is no doubt that in tourism industry requires continues development including the capacity of human recourses (Marija et al., 2008). Besides, it is also important that tourism village development is almost always related to community-based tourism strategy that leads to sustainable tourism development (Wijaya & Sudarmawan, 2019) in which larger society in the village can give contributions to support the development (Wardani et al., 2023).

CONCLUSIONS

As one of tourism destinations in Jember, Kemiri Tourism Village was highly expected to contribute to the development of tourism industry in Jember. Unfortunately,

such expectation had not been achieved yet due to the fact that the tourism village was struggling to survive. Therefore, it was essential to analyze the current condition of the tourism village in order to understand more the crucial issues regarding the problems. In this case, the 4 As tourism components were utilized as the basis of analysis.

Based on the results of the analysis, the management needed to consider several issues. Regarding the attraction, it was important for the tourism village to discover distinctive characteristic(s) as the main attraction to offer. Discovering unique attractiveness could potentially attract more visitors to come. The next important issue was regarding the amenities. The fact that most of charming constructions and facilities were missing made the tourism village need to rebuild. Only, careful planning and decision regarding the construction materials were surely crucial. Several improvements were also needed such as the availability of representative parking space. In addition to those components, it is also essential to consider developing human resource capacity to improve excellent services. Widening and strengthening partnership for better networking. Regarding the accessibility, the important thing to consider was to invite more visitors to come to the destination so that Kemiri Tourism Village would get the priority from policy makers dealing with accessibility improvement.

As an important part of the conclusions, further studies are surely needed to help Kemiri Tourism Village develop in the future. Detail analysis on potential features of the destination is important to provide comprehensive maps of the tourism village so that more focused improvement can be achieved by deciding development priorities. In addition, it is also essential to help Kemiri Tourism Village reform both physically and organizationally.

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A Struggling Phase Of A Tourism Village: A Case Study On Kemiri Tourism Village Jember. Gullit Tornado Taufan^{1*}, Julien Arief Wicaksono², Mushthofa Kamal³, Degita Danur Suharsono⁴, and Rizqi Febrian Pramudita⁵

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BANKS' FINANCIAL PERFORMANCE BASED ON SOLVENCY RATIO BEFORE AND DURING THE COVID-19 PANDEMIC

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ABSTRACT

This study aims to compare the financial performance of conventional banks listed on the IDX before and during the covid-19 pandemic (2019 to 2020) through solvency ratios. The population used in this study is companies listed in the finance sector on the Indonesia Stock Exchange among 2019 to 2020 as many as 106 companies. By using purposive sampling, 42 conventional banking companies were obtained, so that the sample of this study amounted to 84 because the research data used is 2019 to 2020. The Wilcoxon's Signed Ranks Test is used as a hypothesis analysis in this study by testing capital ratio, primary ratio, and risk assets ratio as solvency analysis. The results found from this study through the Wilcoxon test show that there is no difference in the financial performance of conventional banks before and during the covid-19 pandemic as measured by the solvency ratio.

Keywords: Solvency Ratio, Conventional Bank, Debt Ratio, Financial Performance, Covid-19.

INTRODUCTION

Almost all of countries in the world have been hit by a tremendous issue since 2019 until now. It causes not only turmoil in the health sector, but also attacks many aspects such as the economy, education, politics, and others (Fauziyyah, Nurul; Ramadhan, 2021). In consequence, covid-19 declared as a global pandemic by The World Health Organization (Baker et al., 2020; Bounie, D., Camara, Y., and Galbraith, 2020; Zheng & Zhang, 2021). In Indonesia, covid-19 is still a big scourge in various industries, especially in the health and economic fields. The wheels of the economy experienced a slowdown, even at the level of "suspended animation" due to the pressure of covid-19. Almost all sectors have been affected by covid-19 and some sectors that have been extremely negatively affected are the industrial, tourism, trade, transportation and investment sectors (Fauziyyah & Ersyafdi, 2021).

Banking sector was chosen in this study because the bank is one of the financial services industries in Indonesia which is currently growing in line with economic developments in Indonesia and the banking sector is reported to still survive and be able to exist even in the midst of the covid-19 pandemic. This is because banks are the first place to provide financing for economic activities, as indicated by 79.5% of total assets in the financial services industry dominated by banking assets so that the welfare of the banking sector affects economic growth (CNBC, 2020).

Nonetheless, different things are shown by the results of studies from other countries. In pursuance of Beck (2020); and Cecchetti and Schoenholtz (2020), during this covid-19 turmoil, major concerns have arisen regarding the resilience of the banking sector with regard to continuing to perform its expected intermediation role. Elnahass, M., Trinh, V. Q., & Li, T. (2021) revealed that covid-19 renders great risk to banks. The unfolding events associated with the covid-19 virus tend to subject the liquidity insurance function of banks, for many economies, to a real-life test. For instance, banks globally might face increased credit and default risk due to cash management and insolvency issues to servicing debt, as a result of many business closures, lockdowns, and lower demand for goods and services both during the pandemic and post-pandemic. Pursuant to Acharya and Steffen (2020), the financial system, including the banking industry have been negatively impacted by the weakened economic conditions during the covid-19 pandemic. Banks, major contributors to the U.S. economy, ordinarily play a key role absorbing the shock, by supplying much needed funding. Yet, because of the current pandemic, banks continue to face potential losses that can affect their capital levels and possibly lead to failure both in the short and long terms (Goodell, 2020).

Another reason that motivates this research is the results of previous studies which showed various findings. The study of Riftiasari and Sugiarti (2020) brought out that there was no significant difference in financial performance between Conventional BCA and BCA Syariah during the covid-19 pandemic. A study conducted by Ilhami and Thamrin (2021) stated that there was no significant difference in the financial performance of Islamic banking caused by the overall impact of covid-19. Seto and Septianti (2021) in his research entitled "Dampak Pandemi covid-19 Terhadap Kinerja Keuangan Sektor Perbankan Di Indonesia" also stated that there was no significant difference between CAR and LDR of banking in Indonesia before and during the covid-19 pandemic. Another study from Fajri (2018) described DER value at PT Telkomsel before and during the covid-19 pandemic. DER value was recorded to be high during the covid-19 pandemic compared to DER value before covid-19. It illustrated that during the covid-19 pandemic there was an increase in PT Telkomsel's debt payments to third parties (creditors) using their own capital. A high DER value is something that is not good from creditors' or prospective creditors' point of views because the higher the DER value, the smaller the own capital in supporting credit risk. In general, creditors or prospective creditors want a low DER value because the smaller the DER, the greater the total assets funded by own capital and the greater the risk of creditors.

This is different from a study from Surya and Asiyah (2020) which stated that there were differences between financial performance of BNI Syariah and BSM (Mandiri Syariah Bank) from ROA, NPF and BOPO aspects, but in terms of CAR and ROE aspects, there was no significant difference between financial performance in both banks. A study conducted by Wicaksono (2021), with the Mann-Whitney test, showed that the Asymp. Sig (2-tailed) for conventional banks and Islamic banks showed a significance level or probability value of less than 0.05 ($0.024 < 0.05$), which meant that there was a significant difference between conventional banks and Islamic banks. Mirawati (2021) also stated that there were significant differences in the financial performance of banking companies before and during the covid-19 pandemic, both from solvency aspect as measured by Debt to Equity Ratio (DER) and from profitability aspect as measured by Return on Assets ratio (ROA).

Based on the exposures and data that have been described, this study was conducted to obtain an overview of whether there are differences in performance before

and during the covid-19 pandemic at conventional banks listed on the Indonesia Stock Exchange (IDX) through solvency ratios.

Literature Review and Hypothesis Development

To perform financial analysis, the main tool used is financial ratios (Harrison et al., 2018). Financial ratios are able to assist investors evaluate the company so that investors do not only use speculation in assessing the company's performance (Nalurita, 2017). According to Weygandt, dkk. (2018), there are three characteristics that are evaluated through financial statement analysis, namely liquidity, solvency, and profitability. In order to obtain an overview of the company's ability to survive in the long term, the ability to pay dividends, and investment growth, shareholders are more interested in solvency and profitability analysis.

The ratio used in this study is solvency ratio. The solvency ratio is a ratio that measures the extent to which spending is made by debt compared to capital, and the ability to pay interest and other fixed expenses (Kasmir, 2008). According to Harrison, dkk. (2018), the solvency ratio or also known as the debt ratio is a ratio to determine the company's ability to fulfill all its obligations, both short-term and long-term. In this study, the measurement of solvency ratios uses three ratios, namely capital ratio, primary ratio, and risk assets ratio thus there are three hypotheses proposed by this study.

H₁: There are differences in financial performance of conventional banks listed on the IDX using capital ratio before and during the covid-19 pandemic.

H₂: There are differences in financial performance of conventional banks listed on the IDX using primary ratio before and during the covid-19 pandemic.

H₃: There are differences in financial performance of conventional banks listed on the IDX using risk asset ratio before and during the covid-19 pandemic.

METHOD

This study is a quantitative comparative study using secondary data obtained through the Indonesia Stock Exchange (IDX) website, namely idx.co.id. This study compares financial performance of banking companies before and during covid-19 pandemic. Research population of this study is 106 companies listed on IDX among 2019-2020 that are engaged in finance; and by using purposive sampling method, 42 conventional banks are obtained. This study conducted observations for two periods (2019 and 2020) so that 84 samples were used in this study. The hypothesis analysis used in this study is the Wilcoxon's Signed Ranks Test by testing the capital ratio, primary ratio, and risk assets ratio as solvency analysis.

RESULTS AND DISCUSSION

It has been explained clearly that this study focused on investigating the current condition of Kemiri Tourism Village especially regarding the struggle faced at the time being. The analysis was based on the concept of 4 As tourism components covering attraction, accessibility, amenities, and ancillary. The data was collected through interview, observation, and content analysis. The results and discussion are presented

Financial performance is the company's controlling instrument and a tool for data analysis (Krisdiyanti et al., 2019). By knowing financial performance, companies are able to assess performance improvements and have analytical ammunition to survive and win the industry competition and the growing current of globalization. One way to determine

financial performance is to analyze the company's financial statements. Financial statement analysis has to be carried out carefully and using appropriate analytical methods and techniques in order to obtain expected results (Kasmir, 2008).

To perform financial analysis, this study uses the measurement of solvency ratios uses three ratios, namely capital ratio, primary ratio, and risk assets ratio.

H₁: There are differences in financial performance of conventional banks listed on the IDX using capital ratio before and during the covid-19 pandemic.

Table 1. Ranks of Capital Ratio

| | | N | Mean Rank | Sum of Ranks |
|-----------------|----------------|-----------------|------------------|---------------------|
| Capital Ratio - | Negative Ranks | 18 ^j | 16,47 | 296,50 |
| Capital Ratio | Positive Ranks | 17 ^k | 19,62 | 333,50 |
| | Ties | 7 ^l | | |
| Total | | 42 | | |

Source: Data Processed (2021)

The result illustrates that there are 18 data from conventional banking companies during the covid-19 pandemic that experienced a decrease in the value of capital ratio, or capital ratio during the covid-19 pandemic < capital ratio before the covid-19 pandemic. on the other hand, there are 17 data from conventional banking companies which during the covid-19 pandemic experienced an increase in the value of capital ratio, or capital ratio during the covid-19 pandemic > covid-19 before the covid-19 pandemic. furthermore, there are 7 data from conventional banking companies which during the covid-19 pandemic showed the value of capital ratio did not change, or the capital ratio during the covid-19 pandemic = capital ratio before the covid-19 pandemic.

Table 2. Statistics result of Capital Ratio

| | Test Statistics ^a |
|------------------------|-------------------------------|
| | Capital Ratio – Capital Ratio |
| Z | -0,305 ^c |
| Asymp. Sig. (2-tailed) | 0,760 |

Source: Data Processed (2021)

The significance value of capital ratio based on the Wilcoxon test results is 0.760. This value is more than the value of which is 0.05 so it can be concluded that this hypothesis is not supported. This shows that there is no significant difference in capital ratio between the financial performance of conventional banks listed on the IDX before and during the covid-19 pandemic.

Based on the result of descriptive statistics obtained from data processing, the mean capital ratio before the covid-19 pandemic was 0.2774 (or equivalent to 27.74%), while the mean capital ratio during the covid-19 pandemic was 0.3202 (or equivalent to 32.02%). It represents that the average conventional bank during the covid-19 pandemic had a better level of capital adequacy compared to before the covid-19 pandemic.

H₂: There are differences in financial performance of conventional banks listed on the IDX using primary ratio before and during the covid-19 pandemic.

Table 3. *Ranks of Primary Ratio*

| | | N | Mean Rank | Sum of Ranks |
|-----------------|----------------|-----------------|-----------|--------------|
| Primary Ratio - | Negative Ranks | 19 ^m | 16,68 | 317,00 |
| Primary Ratio | Positive Ranks | 14 ⁿ | 17,43 | 244,00 |
| | Ties | 9 ^o | | |
| | Total | 42 | | |

Source: Data Processed (2021)

The result illustrates that there are 19 data from conventional banking companies during the covid-19 pandemic that experienced a decrease in the value of primary ratio, or primary ratio during the covid-19 pandemic < primary ratio before the covid-19 pandemic. On the other hand, there are 14 data on conventional banking companies which during the covid-19 pandemic experienced an increase in the value of primary ratio, or primary ratio during the covid-19 pandemic > primary ratio before the covid-19 pandemic. Furthermore, there are 9 data from conventional banking companies which at the time of the covid-19 pandemic showed the value of primary ratio did not change, or the primary ratio during the covid-19 pandemic = primary ratio before the covid-19 pandemic.

Table 4. *Statistics result of Primary Ratio*

| | Test Statistics ^a |
|----------------------|-------------------------------|
| | Primary Ratio – Primary Ratio |
| Z | -0,658 ^b |
| Asymp.Sig.(2-tailed) | 0,511 |

Source: Data Processed (2021)

The significance value of primary ratio based on the Wilcoxon test results is 0.511. This value is more than the value of which is 0.05 so it can be concluded that this hypothesis is not supported. This shows that there is no significant difference in the primary ratio between the financial performance of conventional banks listed on the IDX before and during the covid-19 pandemic.

Based on the result of descriptive statistics obtained from data processing, the mean primary ratio before the covid-19 pandemic was 0.1871 (or equivalent to 18.71%), while the mean primary ratio during the covid-19 pandemic was 0.1912 (or equivalent to 19.12%). It represents that the average conventional bank during the covid-19 pandemic had sufficient capital to cover unavoidable losses on assets when compared to before the covid-19 pandemic.

H₃: There are differences in financial performance of conventional banks listed on the IDX using risk asset ratio before and during the covid-19 pandemic.

Table 5. Ranks of Risk Assets Ratio

| | | N | Mean Rank | Sum of Ranks |
|---------------------|----------------|-----------------|-----------|--------------|
| Risk Assets Ratio - | Negative Ranks | 22 ^p | 18,07 | 397,50 |
| Risk Assets Ratio | Positive Ranks | 17 ^q | 22,50 | 2382,50 |
| | Ties | 3 ^r | | |
| | Total | 42 | | |

Source: Data Processed (2021)

The result illustrates that there are 22 data from conventional banking companies during the covid-19 pandemic that experienced a decrease in the value of risk assets ratio or risk assets ratio during the covid-19 pandemic < risk assets ratio before the covid-19 pandemic. On the other hand, there are 17 data on conventional banking companies which during the covid-19 pandemic experienced an increase in the value of risk assets ratio, or risk assets ratio during the covid-19 pandemic > risk assets ratio before the covid-19 pandemic. Furthermore, there are 3 data from conventional banking companies which during the covid-19 pandemic showed the value of the risk assets ratio did not change, or the risk assets ratio during the covid-19 pandemic = risk assets ratio before the covid-19 pandemic.

Table 6. Statistics result of Risk Assets Ratio

| | Test Statistics ^a |
|----------------------|---------------------------------------|
| | Risk Assets Ratio – Risk Assets Ratio |
| Z | -0,105 ^b |
| Asymp.Sig.(2-tailed) | 0,916 |

Source: Data Processed (2021)

The significance value of risk assets ratio based on the Wilcoxon test results is 0.916. This value is more than the value of which is 0.05 so it can be concluded that this hypothesis is not supported. This shows that there is no significant difference in risk assets ratio between the financial performance of conventional banks listed on the IDX before and during the covid-19 pandemic.

Based on the result of descriptive statistics obtained from data processing, the mean risk assets ratio before the covid-19 pandemic was 0.2795 (or equivalent to 27.95%), while the mean risk assets ratio during the covid-19 pandemic was 0.2724 (or equivalent to 27.24%). It represents that on average, conventional banking before the covid-19 pandemic had a lower probability of reducing risk assets when compared to during the covid-19 pandemic.

Overall, it can be seen that the solvency ratio proxied by capital ratio, primary ratio, and risk assets ratio in this study shows that there is no difference in the financial performance of banks before and during the covid-19 pandemic. The results of this study are supported by Wimboh Santoso, Chairman of the Board of Commissioners of the Financial Services Authority (OJK), who stated that in the midst of the covid-19 pandemic, banking conditions were maintained. This was supported by a significant level of capital and satisfactory liquidity, although financial intermediation was under pressure as the domestic economy stalled, banking industry capital also continues to show

progress. Based on data from CNBC Indonesia (2020), in the midst of the uncontrolled covid-19 pandemic, both in Indonesia and around the world, in June 2020, credit was recorded at 5.549 trillion rupiah with a growth of 1.49% compared to the previous year. The development of investment and consumption credit strongly supports the growth of banking credit in Indonesia. That thing might able to trigger the results of this study, The financial performance at conventional banks before and during the covid-19 pandemic are the same.

Different things are shown in the United States (U.S.). U.S. banking industry more affected by covid-19. A study written in U.S. revealed that the great uncertainty caused by the covid-19 was leading U.S. banking sector to become unpredictable and highly volatile via its adverse impacts on the real economy (Zhang et al., 2020). Weak economic activity and tough employment conditions would continue to weaken the U.S. banking sector's asset quality, earnings, and solvency. Therefore, it is necessary for U.S. banks to continue playing a significant role in shaping the recovery and adapting their operating models to ensure the best efficiency measures. Concerning solvency, high capital requirements increase the economic efficiency of U.S. banks. Hence, U.S. banks get more efficient as they increase their capital (Sakouvogui, 2021).

The results of this study are in line with other studies that also use solvency ratio in its measurement. Research conducted by Seto dan Septianti (2021); Fajri (2018); and several other studies captured that there was no significant difference in solvency ratio before and during the pandemic. A study conducted by Siska, E., Gamal, A. A. M., Ameen, A., & Amalia, M. M. (2021) revealed some facts from their study in Commercial Conventional Banks in Indonesia. The result of their study found that there were significant differences in profitability, efficiency, liquidity, and credit risk of Commercial Conventional Banks in Indonesia before and after covid-19. Yet, it found that Indonesian banking is still able to survive the midst of pandemic covid-19 because the level of bank solvency did not experience a significant difference before and after covid-19.

One of the results of this study can be caused by prudence and readiness of the government and business actors in anticipating problematic financing due to decreased income due to layoffs, WFH, and so on. This can also be caused by government policies in maintaining capital stability and banking liquidity by implementing Government Regulation Number 33 of 2020 where the government through the Deposit Insurance Corporation (LPS) places funds in problem banks with a maximum value of 30% of LPS assets with a 1-month tenor with an extension of 5 times. In accordance with the government regulation, IDIC conducts joint checks on bank preparations, strengthens bank preparations, and selects non-systematic banks to deal with banks identified as "failed banks." Based on the above-mentioned authority, if a bank experiences solvency problems, LPS and OJK will conduct a joint review to address the solvency problem of the bank (2020). Minister of Finance Regulation (PMK) No. 70/PMK.05/2020 places funds worth IDR 30 trillion in state-owned banks where the funds are placed in the form of deposits so that more or less these additional funds maintain capital stability in the banking sector, this policy greatly assists the banking industry maintain performance during the covid-19 pandemic.

CONCLUSIONS

The solvency ratio is one of the ratios used to measure company performance. Through this ratio, it is able to get a capture of the company's ability to fulfill all its obligations, both short-term and long-term obligations. In addition to profitability ratios

and other ratios, solvency ratio is one that attracts stakeholders' or shareholders' attention to be taken into consideration in decision making and performance appraisal. This study examined differences in financial performance of conventional banks listed on IDX before and during the covid-19 pandemic through solvency ratios. The results found from this study through the Wilcoxon test of the solvency ratio as measured by capital ratio, primary ratio, and risk assets ratio reveal that there is no difference in financial performance of banks before and during the covid-19 pandemic. This is something that might happen, banking conditions that are maintained even in the midst of the covid-19 pandemic, due to support from a significant level of capital and satisfactory liquidity even though financial intermediation came under pressure along with the cessation of the domestic economy. Nevertheless, the banking industry's capital also continues to show flourishing amidst the inevitable pressures (2020).

Another thing that also supports the results of this study is the government's policy in maintaining capital stability and banking liquidity by implementing Government Regulation Number 33 of 2020 where the government through the Deposit Insurance Corporation (LPS) places funds in troubled banks with a maximum value of 30% of LPS assets with a tenor of one month with an extension of 5 times. Based on this authority, if a bank experiences solvency problems, LPS and OJK will conduct a joint review to address the solvency problem of the bank. Therefore, it is able to be an impetus for banks to continue providing financial performance that is not much different despite being hit by major global pandemic. Further study that can be carried out is by adding other related variables, by changing the industrial sector or by expanding the sample that is the object of study with the result that making it possible to obtain more in-depth and generalizable research results..

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THE ANALYSIS OF THE INFLUENCE OF PRODUCT DESIGN AND PACKAGING ON CUSTOMERS' INTEREST IN BUYING TAPE 41 IN WRINGIN VILLAGE IN THE PANDEMIC ERA

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ABSTRACT

Micro, small and middle class enterprises (MSME) are one of the most important sectors for the economic progress of developing countries, for example Indonesia. The problem in this research is the method of making tape which still uses limited tools, design and packaging forms which tend not to be varied. From the research results, it is known that there is a significant effect of product design (X1) on customers' buying interest (Y), that when there is an improvement in product design, consumer buying interest will increase. However, there is no significant effect of packaging (X2) on purchasing interest (Y), it means that if there is no improvement in packaging, there will be no reduction in consumers' purchasing interest. It can also be concluded that product design and packaging have a simultaneous effect on customers' buying interest. This means that every time there is an improvement in product design and packaging form, consumer buying interest will increase.

Keywords: Product Design, Packaging, Purchase Interest

INTRODUCTION

Micro, small and middle class enterprises (MSME) are one of the most important sectors for the economic progress of developing countries, for example Indonesia. Quoted from [www. Ekon.go.id](http://www.Ekon.go.id) Coordinating Ministry for Economic Affairs of the Republic of Indonesia Airlangga Hartanto at the Leader Executive & Entrepreneur Program Industry & Business Institute of Management (IBIMA) event which was held virtually on Wednesday 5 March 2021. Hartanto supported government programs in facilitating the growth and development of entrepreneurship in the country. Considering the intense competition in the market, products must be developed continuously, especially from the packaging aspect, both design and form of packaging, besides having function to protect the content, packaging also becomes an aspect that give first impression to consumers which is able to encouragement consumers to buy a product. Kolter and Keller in Listyawati (2016: 66) describe design as the totality of features that affect how a product looks, feels and functions for consumers. Good design for companies refers to ease of manufacture and distribution. Meanwhile, for consumers, good design means eye catching, easy to open, easy to use, repairable and easy to dispose. Susetyarsi (2012:19) states that packaging is important because packaging is not only used to protect the product, but packaging is also used as a promotional medium to attract consumers so that

consumers decide to purchase the product. Meanwhile, the form of packaging must be able to adapt to the product inside and make it portable for consumers to carry the product purchased.

According to Irvanto (2020:106) Purchase intention is an action before a consumer decides to buy a product that they are planning to buy. Planning a purchase means that interested consumers will determine the choice of product they will buy. The corona virus pandemic in Indonesia began with the discovery of sufferers of coronavirus disease 2019 (COVID-19) on March 2, 2020 (CNN, 2020). In response to this pandemic, several regions have implemented large-scale social restrictions (PSBB). On March 27, Indonesian medical professors called on the government to implement local area quarantine, stating that the government's policy of physical restrictions was ineffective. The government is drafting a government regulation to regulate the procedures and conditions for implementing regional quarantine.

According to Monica (2022) Tape is a food that comes from snacks produced from the fermentation process of carbohydrate food ingredients as a substrate by yeast. This substrate is usually sticky rice and cassava tubers. Many food industries have emerged in Indonesia and each has its own taste and characteristics. One of them is tape which can be processed into various types of variants, such as burnt tape, cake tape, and many more. Cassava tape processed by MSME also have several advantages as seen from its benefits, not only delicious, tape also has real benefits for health as long as it is consumed properly and not excessively. Tape Manis 41 is a type of processed food that has been produced since 2012. They can produce up to 100 kilograms a week. Tape, which is sweet and very clean, has high demand by consumers from various circles. The production process still uses traditional methods. However, despite this, tape 41 still exists and its products are even sold to the others area such as Madiun.

The results of previous research provide evidence that product design and packaging influence consumer buying interest, as in the results of research by Mufreni (2016) with the title "The Influence of Product Design, Packaging Shape and Packaging Materials on Consumer Buying Interest. (case study of powdered green tea tocha) that product design and packaging have a significant effect on consumer buying interest. The results of this research show that Tocha packaging is able to increase consumer buying interest. Different from previous results, in Zulfikhar et al, (2020) with title "The Influence of Dellimas Arabica coffee Coffee Product Packaging Design on Consumer Buying Interest (case study in the Sumbing Makmur farmer group, Kemloko village, Temanggung, Central Java), which states that product design influences consumer buying interest with a significant value of 0.011 ($p < 0.05$) but the shape packaging does not have any significant effect. The conclusion of this research is that consumer interest in packaging design for Dellimas coffee products is high.

Based on the background above, the researcher chose this study to conduct further research because the process of making tape and its various preparations still uses traditional equipment and does not contain dangerous additive substances. In the pandemic era, of course we want a healthy and clean life. Besides having many benefits and high nutritional value for the body, the basic packaging materials are also classified as environmentally friendly (do not harm the ecosystem), this can also be seen from the different labels on the tape labels in general. Tape Manis 41 labels are more unique and include sufficient information about the product. Apart from that, researchers looked at the results of previous research which had different results. Therefore, researchers want to conduct research with the title: The Analysis of the Influence of Product Design and Packaging on customers' Interest in Buying Tape 41 in Wringin Village in the Pandemic

Era. Research objective: To determine the influence of product design on consumer buying interest. To determine the influence of packaging form on consumer buying interest. And to determine the influence of product design and packaging form simultaneously on consumer buying interest.

THEORITICAL REVIEW

Product design

According to Kotler (2005) in Tukiman (2020: 35) Product design is the totality of features that influence the appearance and function of a product in terms of customer needs. With increasing competition, design will become one of the most effective ways to differentiate and promote products and company services.

Packaging Form

Consumers assume that larger packages contain more products, Raghubir and Krishna (1999). Even though consumers feel that the contents or volume of the product does not match or is less than the size of the packaging, this does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. .

Consumer Purchase Interest

According to KBBI (2003: 744), linguistic interest is a high inclination towards something, passion, desire. This can be interpreted as if someone pays attention to something, he will have a feeling of wanting to be connected with something that interests him. Kotler (2005:15) describes Interest as a situation where consumers have not yet taken an action, which can be used as a basis for predicting that behavior or action. Interest is behavior that appears as a response to an object that shows the customer's desire to make a purchase.

According to Khan (2003) in Faturrohman (2019:882) As a religion that regulates the personality of a Muslim, in Islam, there are important teachings which are the main basis when a Muslim will consume a product, namely that the product must be permitted (halal) and good. (Tayyib). The word "Halal" itself is an original word originating from Arabic which means permissible or permitted. This rule has also been regulated and written in the Al-Quran surah Al-Baqarah: 168:

"O all people, eat what is halal and good from what is found on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy for you."

This concept indicates that everything a Muslim does must be in accordance with Sharia, including consuming a product.

METHOD

Due to time constraints, the researcher took samples using the Slovin formula with an error rate of 10% because the population was less than 1000. So, in this research the sampling technique used was the incidental sampling technique (Sugiyono 2016). This sampling technique is based on chance, so anyone who meets the researcher by chance can be used as a sample, if the person they happen to meet is suitable as a data source.

The following is sample determination using Slovin formula according to Setiawan, (2007):

$$n = N / (1 + N(e)^2)$$

Note:

n = number of samples searched

N = Population size

E = error rate in sampling

$$n = \frac{235}{1 + 235(0,1)^2}$$

$$n = \frac{235}{4,35}$$

$$n = 54.02$$

From the formula above, it can be found that the number of samples needed is 55.

In this research, researchers used the following data collection methods:

Questionnaire (Questionnaire)

A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires are distributed to consumers at tape 41 stores using a Likert scale.

Tabel 1. likert Scale

| | Strongly agree | Agree | Less agree | Disagree | Totally Disagree |
|-------|----------------|-------|------------|----------|------------------|
| Score | 5 | 4 | 3 | 2 | 1 |

Documentation

Documentation is a record of events that have passed, which can be in the form of images, writing, data sources used to complete research, and monumental works, all of which provide information for the research process.

Observation

Observation is an activity towards a process or object with the aim of feeling and then understanding knowledge of a phenomenon based on knowledge and ideas.

The data that the researcher has collected will be processed using quantitative analysis. Meanwhile, the hypothesis will be tested using multiple linear regression analysis, to determine the respective influence of product design (X1) packaging (X2) on customers' purchasing interest (Y) as well as to determine the influence of design. product (X1) packaging (X2) simultaneously with customers' purchasing interest (Y)

The general form of this equation is:

$$Y = A + B1.X1 + B2.X2 + e$$

Note:

Y = Purchase interest X1 = Product Design

A = Constant X2 = Packaging Form

B1,B2 = regression coefficient e = Standard Error

RESULTS AND DISCUSSION

According to Kotler (2005) in Tukiman (2020: 35) Product design is the totality of features that influence the appearance and function of a product in terms of customer needs. With increasing competition, design will become one of the most effective ways to differentiate and promote products and company services.

Table 2. t test results

| Variable | T | Sig |
|----------------|-------|-------|
| Design (X1) | 3,880 | 0.000 |
| Packaging (X2) | 0.681 | 0.499 |

Source: Data Processed (2023)

It can be seen from table 2 that the sig value for the influence of X1 on Y is $0.00 < 0.05$ and the calculated t value is $3.880 > t \text{ table } 2.006$. So it can be concluded that there is an influence. It means, when there is an improvement in product design, consumers' buying interest will increase, this result is in line with previous research by Mufreni (2016). With the title "The influence of product design, packaging and packaging materials on consumer purchasing interest. (Case study of tocha powdered green tea)". The results of this research shows that product design has a significant effect on consumers's buying interest.

Raghubir and Krishna (1999) state that even though consumers feel that the content or volume of the product does not match or less than the size of the packaging, it does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. It is known that the sig value for the influence means that if there is no increase in packaging, there will be no decrease in customers's buying interest. This result is in line with previous research by Zulfikhar et al, (2020). With the title "The influence of packaging design for Dellimas Arabica coffee products on consumers' buying interest. (Case study in the Sumbing Makmur farmer group, Kemloko village, Temanggung, Central Java)". The research results showed that the form of packaging had no significant effect toward consumers' buying interest.

Consumers assume that larger packages contain more products, Raghubir and Krishna (1999) states that even though consumers feel that the contents or volume of the product does not match or is less than the size of the packaging, this does not change their perception of using the shape of the packaging as a benchmark in determining the contents of the product inside. Based on table 2, it is known that the sig value for the influence of product design towards Y, namely purchasing interest. This means that when there is an improvement in product design, consumer buying interest will increase. It is also known that the sig value for the influence of to Y, namely buying interest. According to KBBI (2003: 744), linguistic interest is a high inclination towards something, passion, desire. This can be interpreted as meaning that if someone pays attention to something, he will have a feeling of wanting to be connected with something that interests him.

Tabel 3 Hasil Uji F

| Model | F | Sig |
|-----------|-------|-------|
| Regresion | 7.747 | 0.001 |

Source: Data Processed (2023)

It can be seen from table 3 that the sig value for the influence of X1 and simultaneously on Y, namely buying interest. This means that every time there is an improvement in product design and packaging form, consumer buying interest will increase. The results of this test are in line with previous research by Mufreni (2016). With the title "The influence of product design, packaging form and packaging materials on consumer purchasing interest. (Case study of tocha powdered green tea)". The results of this research are that product design and packaging form have a significant effect on consumers' buying interest.

CONCLUSIONS

Based on the discussion and research that has been conducted with the title Analysis of the influence of product design and packaging on customers' interest in purchasing Tape Manis 41 in Wringin village in the pandemic era, the following conclusions can be drawn.

1. Product design variables influence purchasing interest among MSME tape Manis 41 in Wringin village in the pandemic era. It is because the design possessed different from the product design of other MSME tape which shows more complete product information. It can also be seen in the t test results where the sig value. is $0.00 < 0.05$ and the calculated t value of $3.880 > t$ table 2.006 shows that design has a significant effect on customers' buying interest in Tape Manis 41 in Wringin village in the pandemic era. This means that when there is an improvement in product design, consumers' buying interest will increase.
2. The packaging variable apparently does not have a significant effect on buying interest in tape Manis 41. This can be seen from the data processing results of the sig value and from the calculated t in the t test which shows a figure of $0.449 > 0.05$ and a calculated t value of $0.618 > t$ table 2.006, so it can be concluded that the second hypothesis is rejected because there is no significant influence of X2 packaging on Y, namely buying interest in Tape Manis 41 in Wringin village in the pandemic era. This means that if there is no increase in packaging, there will be no decrease in consumers' buying interest.
3. It can also be concluded that product design and packaging form influence interest in buying tape manis 41 in Wringin village in the pandemic era. It can be seen from the results of the F test where the sig. of $0.01 < 0.05$ and the calculated F value is $7.742 > F$ table 3.172. So it can be concluded that H3 is accepted, which means there is an influence of X1, namely product design and X2, namely packaging form, simultaneously on Y, namely purchase interest. This means that every time there is an improvement in product design and packaging, consumers; buying interest will increase.

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INVESTIGATING THE ROLE OF TASTE, PRICE, AND MARKETING METHODS ON CONSUMER PURCHASING DECISIONS ON FLAVORED ICE CUBE PRODUCTS

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ABSTRACT

The purpose of this study is to determine the influence of taste, price, and marketing methods on consumer purchasing decisions on flavored ice cube products. This research was conducted using quantitative research methods with data obtained through the distribution of questionnaires to 100 respondents. Analysis of the data obtained was carried out by data analysis techniques using the SPSS application by pouring the results of questionnaires distributed by researchers. The result of this study is that taste, price, and marketing methods have a large and significant influence on consumer purchasing decisions. Consumers want products that have prices by the taste offered, and the taste of a product must be consistent to cause purchase repetition and loyalty from consumers. Marketing for products is considered more relevant through social media, where social media is used as a place for interaction and exchange of information, so digital marketing is the right thing. It is hoped that this research can be a guide to help businesses or similar businesses determine their strategies in terms of taste, price, and marketing methods in their business.

Keywords: Purchase Decision; Taste; Price; Marketing Method; Ice Cube

INTRODUCTION

Ice cubes are one of the supporting components that are often used in the world of F & B. Usually this ice cube is used to cool a food or drink or can also be a tool to preserve the age of a food or drink. Most ice cubes are used in the realm of HORECA (Hotels, Restaurants, and Cafes). With the development of the F&B world, the higher component of using ice cubes in daily business (Rahmaniar, 2011). The majority of the use of ice cubes as a supporting material for cold drinks, namely to cool drinks so that they can be consumed in cold temperatures.

With the development of the F&B industry sector and the rise in the use of ice cubes, people are becoming increasingly aware of the importance of ice cubes in their business. According to Tandi (2022) Business people are becoming smarter or more careful in distinguishing the quality of ice cubes. In addition, due to the increase in the quality of beverage products sold by restaurants and cafes, the drink menu has also developed, It becomes an obstacle for those who want to serve the menu quickly or for those who want to buy drinks with the same taste consistency.

Therefore, the novelty of this study emphasizes the object of ice cube innovation with interesting flavors served to connoisseurs of cold drinks. This ice cube product is also made from natural ingredients with premium quality such as real coffee beans, premium cocoa powder, original matcha powder, etc. The flavors offered are also quite varied, ranging from the taste of Coffee, Tea, Matcha, Chocolate, etc. Purchasing decisions made by flavored ice cube consumers affect several variables such as taste, price, and marketing methods. Price variables have a significant influence on consumer purchasing decisions, namely how prices are determined can affect who and how consumers buy (Zhao, 2021). Similar to price, taste variables also have an important role in purchasing decisions from consumers, consistent taste is considered to be able to generate loyalty from consumers (Azizah, 2020). In addition to price and taste, the last variable that influences consumer purchasing decisions is marketing methods. Many marketing methods can be used, one of the appropriate is to use digital marketing by using social media as a marketing medium because social media is considered to have a variety of consumer reach (Putri, 2022).

LITERATURE REVIEW

Taste

Taste is an assessment of consumers of a food or beverage product, where there is a stimulus both external and internal (Andrianto, 2019). With this, the taste has a considerable role in influencing the purchase decision of a product, because consumers will assess a taste in the product before deciding to buy the product.

Price

Price is the amount of money that must be paid by a customer for the product to be purchased (Azizah, 2020). The price itself has a relative value whether it can be expensive or cheap, and subjectively depends on each individual, according to their abilities, therefore the price offered by a company will be a consideration for consumers before buying products from the company.

Marketing Methods

Marketing strategy is the marketing logic by which a company hopes to create a certain value for consumers and achieve mutually beneficial relationships (Aditama, 2012). Marketing, itself is used so that the products offered can be quickly known by the public and are expected to generate good profits for the company (Hariyana et al., 2017).

Purchasing Decision

Purchasing decisions according to Resmi & Wismiarsi (2015), It is a consumer decision about the brands that are in the pool of choices. In other words, this purchase decision occurs at a time when consumers are already confident in their decision before making a product purchase.

Based on the research framework above, the hypotheses that can be compiled are:

- H₁:** The taste of a product has a significant positive influence on the purchase decision of consumers to a flavored ice cube product.
- H₂:** The price of a product has a significant positive influence on the purchase decision of consumers for a flavored ice cube product.
- H₃:** The marketing method of a product has a significant positive influence on the purchasing decision of consumers for a flavored ice cube product.

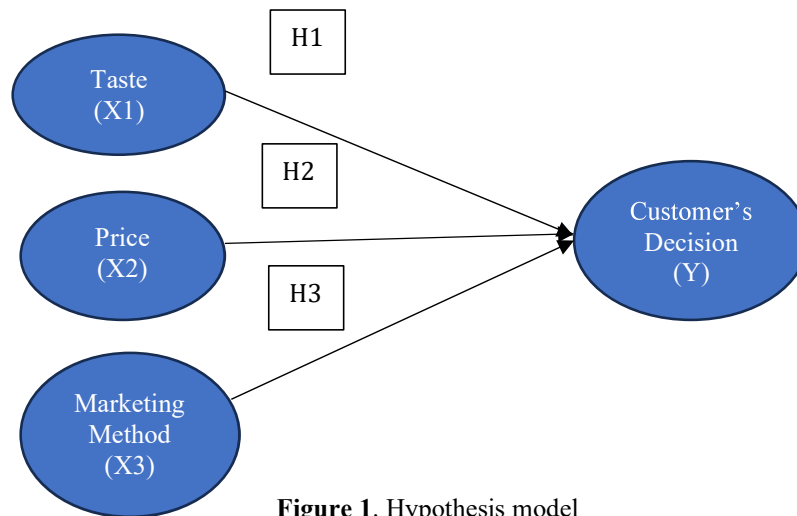


Figure 1. Hypothesis model
Source: data processed (2023)

METHOD

The method used in this study is a quantitative research method, which is a research method based on concrete data or definite data that can be measured, such as numerical data that becomes a calculation test tool. Quantitative research is research that in the process uses a lot of numbers ranging from data collection, data interpretation, and the appearance of the results (Sekaran, 2017). Research is carried out with the availability of data sources that help complete research, In a study, of course, a source is needed from where the data used as a reference for research comes from, the data sources used are primary data and secondary data. The population and sample used for this study are those who have an age range of adolescents, both men and women in Malang City.

From the calculation results using the Slovin formula, the minimum number of respondents is 100 respondents. The questionnaire was distributed through an online method using Google Forms and respondents filled it out independently or self-administered questionnaire. The present research developed the multivariate data analysis to measure the customers' satisfaction with 3 latent variables. The data were analyzed by using multiple linear regression. The details of the indicators are presented in Table 1 below. The latent variables are comprised of Taste, Price, and Marketing Method. The 4 dimensions are measured with 11 indicators.

Table 1. The Definition of Operational Variable

| No | Variabel | Indicator | Item |
|----|------------|-----------------------------------|--|
| 1 | Taste (X1) | 1. Interesting flavor variants | 1. Business products have several different flavors |
| | | 2. Taste consistency | 2. The degree of consistency of taste in the products made |
| 2 | Price (X2) | 1. Equality of price with quality | 1. Offer a price that matches the quality of the product. |
| | | 2. Price benchmarking | 2. Consumers compare prices with other similar brands. |
| | | 3. Price acceptance | 3. Consumers will determine whether the price is reasonable and acceptable or not. |

Investigating The Role Of Taste, Price, And Marketing Methods On Consumer Purchasing Decisions On Flavored Ice Cube Products. Riesta Devi Kumalasari*

| | | | |
|---|-------------------------|--|---|
| 3 | Marketing Methods (X3) | 1. Marketing methods at online merchants | 1. Marketing products in the e-commerce section |
| | | 2. Marketing methods with social media | 2. Marketing with social media is considered to reach more consumers. |
| | | 3. Marketing methods are concerned with public relations | 3. Marketing and offering products by participating in social activities such as exhibition exposure. |
| 4 | Purchasing Decision (Y) | 1. Evaluation of alternatives | 1. Consumers will compare with several different brands. |
| | | 2. Purchase activity | 2. Consumers will determine whether taste, price, and marketing methods are the deciding factors. |
| | | 3. After Purchase | 3. Consumers will make repeat purchases in the near future or switch to other brands. |

Source: (Azizah, 2020; Hadi & Farisi, 2016; Faith & Edwin, 2014; Resmi & Wismiarsi, 2015; Putri, 2022; Limpo & Rahim, 2018), date (07, August 2023)

RESULTS AND DISCUSSION

This study gathered 100 respondents with a division of 57% or as many as 57 respondents dominated by male adolescents and 43% or as many as 43 respondents were female adolescents. The age of respondents varies where the majority of respondents aged 19-22 years by 40%, the rest are aged 23-26 years by 33%, aged 27-35 years by 19%, and at least respondents aged 15-18 years by 8%. As many as 54% of respondents are students or university students, 26% of respondents are employees, and 20% are self-employed respondents.

All variables in this study, namely taste, price, and marketing method have a value of Cronbach's Alpha > 0.6, so it can be concluded that all variables are reliable with details, namely taste variables are 0.747, price is 0.739, Marketing Method is 0.744, and purchase decision is 0.732. This study has normally distributed data with significance values above 0.05 characterized by Asymp.Sig 2-tailed significance values of 0.200. All variables have no multicollinearity, presented from all VIF values less than 10 (1.167, 1.409, 1.283). All variables do not experience heteroskedasticity problems presented in the data at the Sig. value which shows the level of significance between the independent variable and absolute residual (ABS_RES) in the variables taste (0.629), price (0.742), and marketing method (0.797). Based on the results of the analysis, regression produces an absolute positive value with details $Y = 7.156 + 0.079X_1 + 0.432X_2 + 0.287X_3$ (illustration in Figure 2). The results project how taste, price, and marketing methods have a significant p-value.

Thus, the entire hypothesis was accepted with positive and significant results. Of all the regression coefficients, the price variable was the most significant, with a score of 0.432. Consumers are very concerned about the price when purchasing this flavored ice cube product. ; The price offered by Icicle is already a price agreed upon by consumers, so it can be concluded that consumers are satisfied with the price offered and the quality of the products received is according to consumer wishes. Appropriate prices and supported by good and appropriate quality greatly influence the purchasing decisions of consumers, and consumers can likely re-repeat products and not move to other brands (Azizah, 2020; Faith & Edwin, 2014; Faisal, 2019).

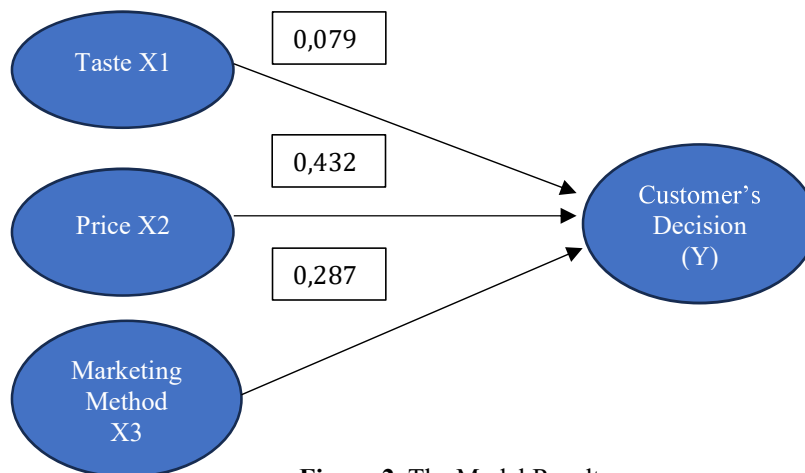


Figure 2. The Model Result
Source: data processed (2023)

CONCLUSIONS

1. Taste has a significant positive influence on consumer decisions before making a purchase. Consumers want products with consistent taste, to generate loyalty to consumers and encourage them to repeat orders on flavored ice cube products.
2. Price has a significant positive influence on consumer decisions before making a purchase. Consumers want prices that match the taste and quality of the products offered. Prices must match the prices available in the market according to similar products or other brands. The price offered must be right, not too cheap and not too expensive.
3. Marketing methods have a significantly positive influence on consumer decisions before making a purchase. Flavored ice cube products are suitable products to be marketed through Instagram social media because the market consumers have a range of teenagers and adults. Social media is also considered a medium for mutual interaction and finding good information.
4. The three variables that influence consumer purchasing decisions, each has an important role are interrelated with each other, and have a simultaneous significant positive influence on purchasing decisions.
5. There are limitations regarding sampling, whereby the number of samples must be added in the future to improve the accuracy of the coefficient results. Further research also considers adding new variables to decipher representations of how consumer satisfaction can be evaluated.

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THE POTENTIAL OF LEUWEUNGGAJAH VILLAGE AS A TOURIST VILLAGE IN THE CILEDUG DISTRICT

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ABSTRACT

Leuweunggajah Village, Ciledug District, is one of the villages that have untapped potential for tourist objects and attractions, so an analysis of the potential and opportunities as a tourist village must be carried out. To obtain potential opportunities for potential tourist objects and attractions in Leuweunggajah village, it is necessary to data collection through observation, interviews, and documentation. The results of the data collection that has been carried out will be analyzed and described according to current conditions and circumstances. Leuwuenggajah Village has 9 (nine) potential tourist objects and attractions including the Old Sacred Well, the Baitussu'ada Jami Mosque, the Red Brick and Kentongan of the Baitussu'ada Jami Mosque, the Dome of the Baitussu'ada Jami' Mosque, the Habib Toha Grave, the Tradition of selling on Fridays. 'at Kliwon, Sugar Factory in Leuwuenggajah village, Ciledug Station, Ciledug District, Cirebon Regency, MSME activity programs: Seed house, Geol Crackers, Peanuts, and Umpet so that Leuweunggajah village has the opportunity to become a tourist village in Ciledug district which of course must be supported by the village government, community leaders, the role of the Putri Wanaliman Farming Women's Group (KWT) and educational institutions.

Keywords: Tourism; potential; Tourism Village

INTRODUCTION

Tourism is a sector with great potential that can be developed to improve the economy of a region and tourism today is strongly supported by the government and surrounding communities as a source of tourist or cultural attraction that has the potential to be developed to meet the trends of modern human life to fill free time and free time to have fun, relax, study and do religious activities and understand the existence of ancestral customs and culture and historical places. Indonesian people see opportunities in developing an area into a tourist village which can have a positive impact on the area where the area develops its tourism. According to Maryani (2019), tourism development is an increase in components related to tourism, to ensure that more tourists come, stay longer, spend more money, and tourist satisfaction can be fulfilled optimally, and the destination environment can be maintained. Tourism development carried out by one of the villages in West Java province is Leuweunggajah village, Ciledug sub-district, Cirebon district, where Leuweunggajah village has tourism potential in the form of tourist attractions, religion, and community culture which can be used as a tourist attraction as a tourist village. Zebua (2016) states that a tourist village is a rural area that has special

characteristics to become a tourist destination with unique physical social and cultural lives of the local community as its attractions.

Leuweunggajah Village is located in the Cirebon Regency, Ciledug District, with an area of 984.52 km² (BPS 2021) which has 424 sub-districts with a population of around 2,099,098 (DKCS 2021). Leuweunggajah village, which is one of the villages that has a history of Islamic development, is marked by the presence of a historic mosque connected to Habib Toha's grave which has historical value supported by the culture of the people of Leuweunggajah village which can be used as a potential and opportunity to become a tourist village in Ciledug sub-district, Cirebon district. Looking at the potential and opportunities for Leuweunggajah village to become a tourist village, it is carried out by taking an inventory as a form of integration between attractions, accommodation, and other supporting facilities presented in a structure of community life that is integrated with one of the customary and ancestral cultural procedures and traditions that apply in the community. Leuweunggajah village. The components of tourism potential and opportunities in a tourist attraction in a tourism destination area will be seen from one of its developments based on one of the aspects offered to tourism in that area, according to Cooper et al (1995: 81), there are four aspects according to (4A) that must be considered in the offer tourism, where the aspects of tourism product offerings consist of attractions, amenities, accessibility, and ancillary services. The product offering aspects that will be carried out will provide an overview of what tourist attractions can be used as tourism potential and at the same time opportunities to become a tourist village through data collection through observation, and interviews with community leaders which will later be described in detail as a basis for obtaining suitability. research objectives to be achieved in this research. This has also been researched by Toni and Yudy (2019) regarding Inventory and Tourism Opportunities in the Sekupang-Batam District, that tourism in the Sekupang sub-district, Batam has the potential to be a tourist attraction which can be used as an opportunity to develop tourism in the Sekupang sub-district as well as supporting the Batam city tourism program. with various unique features owned by 7 (seven) sub-districts in the Sekupang-Batam sub-district Leuweunggajah village, which has potential with the tourism products inventory through this research, can be developed to become a new tourist destination to support tourism development in Cirebon district, so that it can have a positive impact on the people of Leuweunggajah village as one of the tourist villages in Ciledug sub-district, Cirebon district, and the Leuweunggajah village government must have a high commitment to developing Leuweunggajah village as a tourist village.

LITERATURE REVIEW

A tourist destination is an area that has various kinds of tourism potential that can be utilized by the area to attract people to visit according to the visitors' motives and goals and can be used to improve the economy of a community in the tourism area. According to Eddyono (2021), a tourism destination is a geographical area located in one or more regions that functions as a place for tourists to live in which there is a combination of products and services consisting of tourist attractions, public facilities, tourism facilities, accessibility, infrastructure, and interrelated and complementary communities to realize tourism that is environmentally responsible, socially just and economically viable. Each tourist destination has characteristic tourist objects and attractions that can be presented to visitors so that visitors are interested in coming to the tourism destination. According to Eddyono (2021), the characteristics of tourism destinations as service industries are

different from other industrial products or services. Characteristics of these destinations include:

1. Intangible (intangibile), that is, people cannot see what tourism services look like before the tourist feels it and comes to the tourism destination themselves.
2. It is difficult to regulate quality standards, in services there is a direct relationship between the service provider and the service user.
3. There is a simultaneous process between the production and consumption processes, services are only produced if they have been purchased by the service user so that there is a simultaneous process between the production and consumption processes.
4. Cannot be stored as inventory, for example, a hotel room that was empty a week ago will be lost and cannot be sold today or the next day,
5. Cannot be owned, because it is not realized, there is nothing that can then be owned by someone who has purchased the service. To realize this service, tourists buy souvenirs as a memento if they have visited or were impressed with the tourist destination.

In looking at the tourism potential and opportunities at a tourist attraction in a tourist destination area, it is necessary to pay attention to the aspects offered by tourism in that area. According to Cooper et al (1995:81), there are four aspects according to (4A) that must be considered in tourism offers, where aspects of tourism product offerings include:

1. Attraction (attraction) where the tourist destination area to attract tourists should have an attraction in the form of nature as well as society and culture.
2. Amenities (facilities) Amenities or amenities are all kinds of facilities and infrastructure needed by tourists while in a tourist destination area. The facilities and infrastructure in question include accommodation, restaurants, transportation, and travel agents.
3. Accessibility (accessibility) Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services are important access in tourism.
4. Ancillary (additional services) Additional services must be provided by the Regional Government of a tourist destination area both for tourists and for tourism actors. Ancillaries are also things that support tourism, such as management institutions, Tourist Information, Travel Agents, and stakeholders who play a role in tourism.

According to Law No. 10 concerning Tourism of 2009, a Tourism Village is a tourist destination area also called a tourism destination that integrates tourist attractions, public facilities, tourism facilities, and accessibility which are presented in a structure of community life that is integrated with existing procedures and traditions. applies. Hadiwijoyo (2012), tourist villages have the following criteria.

1. Accessibility is good, so it is easy for tourists to visit using various types of transportation.
2. Has interesting objects in the form of nature, cultural arts, legends, local food, and so on to be developed as tourist attractions.
3. The community and village officials accept and provide high support for the tourist village and the tourists who come to the village.
4. Security in the village is guaranteed.
5. Adequate accommodation, telecommunications, and labor are available
6. The climate is cool or cold

7. Connect with other tourist attractions that are already known to the wider community

METHOD

According to Sugiyono (2018) Research Methods are a scientific way of obtaining data for certain purposes and uses. Scientific means research activities that are based on scientific characteristics, namely rational, empirical and systematic as has been explored in the philosophy of science. The research used in this research uses qualitative research. Researchers choose to use this method because researchers need to see directly the existence or condition of a research location that has been chosen. Sugiyono (2016:27) who says that qualitative research methods are research methods that are based on the philosophy of positivism, by collecting data using research instruments with qualitative/statistical data analysis with the aim of testing hypotheses that have been set. According to Moleong (2005: 4), The qualitative descriptive method is a research approach where the data collected is in the form of words, pictures and not numbers. This data can be obtained from interviews, field notes, photos, personal documentation, personal notes and other documentation.

This research uses two stages, namely, the first stage is formulating problems regarding tourism potentials in Leuweunggajah village using data collection methods, namely observation and documenting the results of direct observations in Leuweunggajah village. To strengthen the results of direct observation and documentation, in-depth interviews were conducted with the Village Government, in this case Kuwu (Leuweunggajah village officials, Leuweunggajah Village ulama figures, Leuweunggajah Village elders, Baitussu'ada Mosque DKM administrators, Leuweunggajah Village PKK women and caretakers Leuweunggajah Village using purposive sampling. According to (Sugiono, 2016: 85) purposive sampling is a technique for determining samples with certain considerations. In this case, those who can provide a clear picture and information regarding the potential of tourist objects and attractions in Leuweunggajah village are informants who has been determined in this research. The second stage carried out was the results of data collection analyzed with aspects (4A) that must be considered in the tourism offer, where the aspects of the tourism product offer consist of attraction, amenities, accessibility, and ancillary (additional services). Descriptive analysis is carried out to determine the potential regarding tourist objects and attractions in Leuweunggajah village to become a tourist attraction.

RESULTS AND DISCUSSION

Leuweunggajah Village, Ciledug District, is well known to many people in the Cirebon Regency area because it has very strong historical value and culture. Geographically, Ciledug District is located in the northern part of Cirebon Regency, namely between 1080731 - 108074 west longitude and between 60901 - 60911. Which is divided into 10 (ten) villages, namely Leuweunggajah, Tenjomaya, Damarguna, Jatiseeng, Jatiseeng Kidul, Ciledug Kulon, Ciledug Wetan, Ciledug Lor, Central Ciledug, Bojongnegara. Ciledug District is a lowland zone with an average height above sea level (asl) of 18m above sea level, with a varied climate type so that the average rainfall in a year is 227.64 mm (BPS 2022). Leuweunggajah Village, Ciledug District has 4 Neighborhood Units and 20 Neighborhood Units, so there are more neighborhood units compared to community units. And in Leuweunggajah Village, Ciledug District has an administrative area of approximately 1,070.29 km² (BPS 2022), which is divided because

with such a large area there is one sub-district within the administrative area of Cirebon Regency, namely Ciledug District, which is the sub-district that has an area of 13.35 km² (BPS 2022)

Tourism Potential in Leuweunggajah Village, Ciledug District

Leuweunggajah village, apart from having a variety of potential tourist attractions, also has a unique and strong history, Being dominated by a predominantly Muslim community, is one of the potential tourist attractions that can be shown to out-of-town and foreign tourists by being well-managed by the people of Leuweunggajah village themselves. The potential tourism objects and attractions in Leuweunggajah village are as follows:

1. Old Sacred Well

The Sacred Well is a well that is often visited by many local people and is around 16 centuries old and is a sacred well in Leuweunggajah Village, Ciledug District which has a direct connection with Leuweunggajah village. The sacred well can cure one of the diseases experienced by residents around Leuweunggajah Village, Ciledug District, and the water can be used by the people of Leuweunggajah Village and is usually used to bathe babies who cannot yet walk, so there is a myth that is still strong in Leuweunggajah Village and the Leuweunggajah community. believe in this myth. This is related to the story that occurred in the community that Prince Walalusang, son of Prabu Siliwangi, who preached and spread the teachings of Islam to the eastern Cirebon area with several of his bodyguards, settled in a wilderness which is now a village called Leuweunggajah village by making a well for their needs. everyday life such as taking water for cooking, using it for ablution, and so on. One of his students was Ki Jaya who had advanced knowledge at the Leuweunggajah cottage (paguron) and was attracted to a beautiful girl to the point of wanting to marry the girl and Ki Jaya did his best to carry out devotion to the girl's family in the hope that the girl would love him in return. but his love was not reciprocated, therefore Ki Jaya was disappointed and felt revenge, so he had evil intentions towards the entire contents of the Leuweunggajah padukuhan by putting something into the well that had been made by Prince Wapanjangsang and his bodyguards, so that the well became a poisonous well. Sometime later, Padukuhan Leuweunggajah had a cleric from Egypt named Habib Toharudin arrive, he came to Padukuhan wanting to know about the development of the Islamic religion in Cirebon, then Habib Toha, without anyone telling him about the incident with the problem of poisoned wells, he already knew why. Then the well was drained after the water had receded and it was discovered that there was a black pumpkin (pumpkin), after which Habib Toha cut open the pumpkin and a wulung deer came out causing the well to become poisoned. Habib Toha put wisdom (karomah) into the well so that the well could be used again and all illnesses suffered by the residents were treated by bathing in the well.

2. Baitussu'ada Jami' Mosque

The Jami'Baitussu'ada Mosque is located in Leuweunggajah Village, Ciledug District, and is a place for the spread of Islamic history which was founded by saints who came in groups and brought 9 teak logs and was led directly by Prince Patrawelang, one of Sunan Kalijaga's students and was built in 1885 Prince Patrawelang said that the purpose of his visit was actually to send the 9 teak wood pieces to donate to the Great Mosque of Cirebon, while Prince Walalusang told him that the Great Mosque of Cirebon had been completed perfectly because it had been made by Sunan Kalijaga by making pillars from tiles. After that, the 9 pieces of wood

were used for the construction of the Baitussu'ada Mosque, which is still in good condition the people of Leuweunggajah believe that the mosque has sacred pillars because the only 4 pillars that are currently still standing strong are in the mosque. The 4 main pillars of the mosque have been cast inside because they are considered very sacred by the residents or local communities in Leuweunggajah Village, Ciledug District.

3. Red Bricks and Kentongan of the Baitussu'ada Jami Mosque

The Baitussu'ada Jami Mosque used to use original and sacred red bricks according to the guardians so the building was sturdy when it was used for the initial construction of the Baitussu'ada Jami Mosque and in the past few years when the Baitussu'ada Jami Mosque in Ciledug District underwent repairs renovated so that it was no longer used and was replaced using ordinary red bricks and the original red bricks were kept in a museum in a special large cupboard in the mosque and the red bricks measure around 20 x 40 cm and were discovered during the excavation of the 4-pillar foundation of the Baitussu Jami Mosque.

Apart from using red bricks in its construction, the Baitussu'ada Jami Mosque also used a very sacred gong which has long been no longer used was replaced with a new one, and then the wood was taken by carving to make it into one. one medicine for all kinds of diseases and the water is cooked thoroughly along with carved wood and then the water is drunk by local people who have any disease.

4. Dome of the Baitussu'ada Jami' Mosque

During the construction of the Baitussu'ada jami mosque located in Leuweunggajah Village, Ciledug District, the mosque used to use a very sacred mosque dome. In this modern era, the mosque dome, which was once sacred according to the guardian figures, has been replaced with a new mosque dome. In the current modern era, the Baitussu Jami' mosque has had some renovations or repairs so the mosque has had many changes compared to the previous one until now. The dome of the Baitussu'ada Jami mosque is now kept in a glass cupboard to serve as a history of the early establishment of the Baitussu'ada jami mosque in Leuweunggajah village, Ciledug District.

5. Habib toha's grave

Habib Toha is one of the elders and scholars who came from Egypt to see the development of Islamic teachings in the Cirebon area, but Habib Toha also looked at the eastern area of Cirebon in the village of Leuweunggajah. So he helped with the problems in Leuweunggajah village. Habib Toha's grave is a sacred tomb that to this day still has its potential and historical value preserved so that it is visited by many tourists from various cities. Habib Toha's grave is located in Jatiseeng Kidul village because he is not buried in Leuweunggajah village but is still connected to Leuweunggajah village. Habib Toha's grave has many visitors every month and on certain days because they have the intention of making a pilgrimage and praying for Habib. Toha.

6. The tradition of selling on Fridays in Kliwon

Leuweunggajah village has a tradition that is usually held by the people of Leuweunggajah village, which is called Friday Kliwon because this tradition can only be held on Friday Kliwon, in this Friday Kliwon tradition several people sell seven kinds of flowers. in front of the Leuweunggajah village area, selling the seven types of flowers is aimed at people who visit the sacred well to bathe and sell it to people who want to visit the graves of their relatives. The flowers sold by florists are pandan, soka, ylang-ylang, paper, kingkong, jasmine, and kantil which are used for one of the

hajat requirements, for example, bathing a child who cannot walk, treatment, wishes to be achieved, business running smoothly, getting a mate and so on. other. This Friday Kliwon tradition is held on Friday night and Friday morning because there are two times, especially Thursday night, and Friday Kliwon, when only adults are at this Friday Kliwon event starting at 07.00 until 07.00. Noon with different destinations that have their own needs. By bathing in the sacred well, after bathing, continue with the sunnah prayer of 2 raka'at. Apart from that, on Friday morning it is only for toddlers who want to be able to walk quickly by first putting their feet into the pool and then continuing with bathing in the sacred well. After that, the toddler's parents did a money sawer as a form of gratitude for bathing the toddler's child. Guests who come to the Friday Kliwon event not only take a bath but also collect the water to take home, usually for pilgrimage to the graves of relatives or family, and can also be drunk for desired purposes or purposes. Apart from that, when guests have carried out all the activities of the Friday Kliwon event, guests who have bathed must leave all their clothes in the sacred well area, because it is a tradition to leave clothes after bathing so that they can leave behind all bad luck or what could be called disaster.

7. Leuweunggajah Village Sugar Factory

The Sugar Factory Industry has existed since the period of the Forced Cultivation System in 1830 - 1870 until the liberal era, namely around 1870 - 1900. The sugar factory is located on Jl. Prince Wapanjangsang, Jatiseeng, Kec. Ciledug, Cirebon Regency, which is currently still operating and still developing rapidly. The sugar industry system which includes the plantation sector is realized in the form of large-scale and complex agricultural businesses that are capital intensive, using large areas of land, large workforce organization, division detailed workforce, use of hired labor, neat work relationship structure, and use of modern technology.

8. Ciledug Station, Ciledug District

Ciledug Station, Cirebon Regency, which has still operating from the past until now and is located on Jl. Damarguna, Ciledug District, Cirebon Regency, where Ciledug Station is a class II train station located at an altitude of +16m above sea level and is included in Operational Area III. Ciledug Station is the easternmost train station in West Java which is on the route from Cirebon to Prupuk station. The station building which is a legacy of Staatsspoorwegen is still maintained. Ciledug Station has a water tower which was previously used to pour water into steam locomotive boilers. This water tower is hexagonal and is larger than the similar water towers at Keuhanan and Sindanglaut Stations. This water tower is still used today, but only for clean water purposes at the station, such as toilets and ablutions.

9. MSME activity programs

The MSME activity program in Leuweunggajah Village, Ciledug District, Cirebon Regency is organized by the women of the Wanaliman Women's Farmer Group (KWT) with the auspices of Leuweunggajah Village, Ciledug District. The agriculture carried out by KWT women is under the auspices of the local village government in Leuweunggajah Village, Ciledug District, namely in the field of planting fertilizers, namely tomatoes, red and cayenne peppers, kale, pokcoy, eggplant, chives, winged beans, cauliflower, and lemongrass. One of the locations for agricultural training activities is at Gapura Manis Baru RT 01 RW 04 which is still being held well according to the schedule determined and funds issued by the local government. Apart from that, Putri Wanaliman (KWT) also has 2 sustainable food yards (P2L), namely seed houses for plants planted by the Putri Wanaliman women's farming group. Putri Wanaliman's seed house (KWT) is located close to the house of

the chairman of Putri Wanaliman, namely Mrs. Titi Suhaeti because the center of her activities is in the house of Mrs. Titi Suhaeti as the chairman of (KWT) Putri Wanaliman.

Apart from that, the food or geol cracker snack MSME run by Mr. Baon has been running for 23 years now. This MSME is located at Mr. Baon's house, Rt. 04 Rw. 03 sweet block of Leuweunggajah village. Mr. Baon has 10 employees who help make Geol crackers. These geol crackers are also marketed to various markets, for example: Ciawi Gebang Kuningan market, Keuhanan market, Mertapada market, and Pabuaran market. There are 2 types of geol crackers, namely: large and small. For the small 1 quintal, the price tag is 1,700,000 and for the large one, the price is 1,300,000 thousand rupiah. The small 1 kg one is priced at 25,000 and the large one is priced at 15,000 thousand rupiah. Apart from Geol Crackers.

Another MSME product is the hide-and-seek bean plant which is a (MSME) product owned by (KWT) Putri Wanaliman, thereby helping to increase income from the sale of hide-and-seek beans which is run by (KWT) Putri Wanaliman. The hide-and-seek nut product is priced at Rp. 12,500 per ¼ kg, then how to sell the peanut products made by Putri Wanaliman using the PO (pre-order) system. The peanuts made by the Putri Wanaliman farmer group also have flavor variants, namely: sweet and spicy so consumers can choose from these 2 flavor variants.

CONCLUSIONS

Leuweunggajah Village, Ciledug District has 9 (nine) potential tourist objects and attractions including Old Sacred Well, Baitussu'ada Jami Mosque, Red Brick and Kentongan Baitussu'ada Jami Mosque, Baitussu'ada Jami' Mosque Dome, Habib Toha's Grave, Tradition sales on Friday Kliwon, Sugar Factory in Leuweunggajah village, Ciledug Station, Ciledug District, Cirebon Regency, MSME activity programs: Seed house, Geol Crackers, Umpet Nuts. This can be used as an opportunity for Leuweunggajah village to develop Leuweunggajah village as a tourist village in the Ciledug sub-district, This is because Leuweunggajah village has a very important history in the development of Islamic religion in Cirebon and until now the customs around Leuweunggajah village can still be felt by tourists. who visited Leuweunggajah village. This also cannot be separated from cooperation and support from the village government, community leaders, the role of the Putri Wanaliman Women's Farmers Group (KWT), and educational institutions to make Leuweunggajah village a tourist village in Ciledug sub-district, Cirebon district.

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FAMILY KINSHIP IN COMMUNITY-BASED TOURISM BUSINESSES IN *HOMESTAY* ENTREPRENEURS ORGANIZATION IN RAJA AMPAT

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ABSTRACT

The success and sustainability of tourism depends on the local community as the social unit that supports tourism. Community-based tourism initiatives offer solutions to place communities as the main actors in tourism development. In the implementation of tourism business development, communities in Raja Ampat Regency utilize social capital as a tribal, kinship and family unit in developing their businesses. Family members as part of the kinship unit often play a role in running economic businesses and often take part in making important decisions that affect the course of tourism businesses. This paper aims to determine the form and relationship of kinship among members of the Raja Ampat indigenous business and livelihood association, as well as provide a case example of an organization whose decision-making is based on the kinship of its members. Based on the results of the analysis, it is known that family kinship as social capital has an important role in running tourism businesses, and homestay tourism businesses in Raja Ampat are formed because they have an extensive family kinship network. This is closely related to the concept of kinship adopted by the Biak tribe. This complexity also affects the running of the organization and decision-making in the organization of homestay entrepreneurs in Raja Ampat, such as the election of the chairman who comes from the clan with the largest number of members and other decision-making processes.

Keywords: Community Based Tourism, Tourism Business, Social Capital, Homestay, Raja Ampat

INTRODUCTION

Community-based tourism is one of the popular tourism approaches and is widely recommended to be applied as one of the approaches in tourism development. The community-based tourism approach is a development of the Community Based Resources Management approach, as described by Korten (in Waimbo, 2012). The implementation of community-based tourism is required to have high involvement and control from the perpetrators. As explained by Schevyns (1999, in Jones, 2005). (Jones, 2005)) which calls community-based tourism is a terminology that is assessed based on high control from the community itself rather than control from outside parties. The control exercised by the community is one form of citizen participation (public) and can be seen at least through two perspectives, namely decision making and utilization. (Timothy, 1999).

Considerations in the decision-making process are influenced by social capital as an asset in decision-making. Bain and Hicks (1999) explain that social capital is formed through interactions and horizontal networks of organizations that have transparent decision making, accountable leaders, and practices of collective action and shared responsibility. (Krishna & Shrader, 1999). Jones (2005) conducted a study of community-based ecotourism initiatives in The Gambia to determine the concept of social capital as a basis for building an understanding of the social change process of implementing community-based tourism. In his study, Jones found that by applying social capital, community-based tourism initiatives get positive contributions in practice.

Other studies on community-based tourism have looked at the role of social capital as one of the success factors of community-based tourism (Timothy, 1999; Hwang, 2002; Arregle et al, 2007; Sorensen, 2009; Hwang et al, 2016). It is argued that the success and sustainability of tourism depends on the local community as a social unit that supports tourism and their positive encounters with tourists. Koentjaraningrat (2009) sees that the closest and most intimate social unit is the kinship unit, namely the nuclear family and other relatives. In societies where the influence of industrialization has gone deep, it appears that the function of the kinship unit, which was previously important in many sectors of a person's life, usually begins to diminish and at the same time the customs that regulate kinship life as a unit begin to relax.

Family members as part of a kinship unit often play multiple roles in running economic enterprises and often make important decisions (Gallo and Suen, 1991; Mustakalio et al., 2002; Tagiuri and Davis, 1996, in Arregle, 2007) because families are influenced by their social capital and position in the family. They channel the main characteristics (norms, values and narratives) of the economic enterprise into two forms: identity and rationality. From the point of view of the interaction between families and organizations, family social unity plays an important role in a form of economic enterprise. A form of business can be said to be a family economic business because its ownership and management are focused in a family and can be used as a way to achieve family intra- organizational linkages (Sharma, et al. 1996. Page 185 in Arregle, et al. 2007: 74). Arregle (2007) adds that there are two social groups that exist in family economic enterprises; families and non-families of the owners or workers. These two social groups have the potential to cause conflict when the family work group is dominant in the business. This character is formed because heterogeneity outside the group and interaction within the group can affect the form of social capital itself.

Based on the arguments mentioned above, it is important to examine the decision-making process that occurs in community-based tourism initiatives. The objectives of community-based tourism that provide socio-cultural, economic and environmental benefits and require the participation of its members make community-based tourism entities often face challenges in implementation. Especially when there is a socio-cultural phenomenon such as what happens to the Raja Ampat Local Community Livelihood and Business Movement Association (PERJAMPAT) where the majority or even almost all of its members come from the same tribe, namely the Biak ethnic group. The homogeneity that occurs makes the organization as a modern business entity required to consider the traditional customs of its members in the process of developing community-based tourism.

It is interesting to know more about how when a modern business entity must make decisions when faced with family interests as a consideration of custom and culture, whether the decision-making process changes the entity of community-based tourism initiatives and whether decisions made based on family kinship interests in community-

based tourism diminish the kinship life and customs of its members. This paper aims to determine the form and relationship of kinship among members of the Raja Ampat indigenous business and livelihood association, and to provide a case example of an organization whose decision-making is based on the kinship of its members.

LITERATURE REVIEW

Social Capital in Community-Based Tourism Enterprises

The concept of social capital arises from the idea that community members cannot individually overcome the various problems they face. There needs to be togetherness and good cooperation from all interested members of the community to overcome these problems. (Syahra, 2003). The concept of social capital introduced by Robert D. Putnam through his book "Making Democracy Works" (1993) explains that social capital has 3 components, namely: Moral obligations and social norms, social values (especially trust) and social networks in the form of linkage networks. Another concept of social capital was developed by Pierre Bourdieu in the 1970s-1980s. To understand the structure and functioning of the social world, it is necessary to discuss capital in all its forms. Bourdieu identified three forms of capital that are interrelated and form a concept called symbolic capital. The three forms of capital are social capital, cultural capital and economic capital. Both Putnam and Bourdieu, in developing their theories, see social relations (interaction) as a rationale. The difference is that Putnam is more likely to see social interaction as a horizontal relationship between citizens, while Bourdieu sees social interaction as a vertical structuralism relationship between citizens.

Martti Siisainen (2000) compared Putnam and Bourdieu's two concepts of social capital by examining Putnam's three components of social capital in terms of theoretical issues and perspectives from Bourdieu's social capital theory. Siisainen concluded that the theory of social capital developed by Putnam is directed to questions about mechanisms that strengthen the integration of values in society, solidarity and togetherness, and consensus building to maintain the stability of community development. Meanwhile, Bourdieu developed the theory with a different approach that examines social conflict, forms of power and forms of domination in society. So Siisainen recommends the selection of Putnam's or Bourdieu's theory based on: (1) The type of problem to be studied more deeply, and (2) Depending on the position of the social problem itself, whether it is seen as a social cohesion or social conflict.

Hwang (2012) in his dissertation examined the influence of social capital on community-based tourism initiatives by analyzing social networks in two tourism communities on Jeju Island, South Korea. He found that elements of social capital, particularly social networks and social norms, are critical factors that explain citizen involvement in collective community activities. Hwang found that individual perceptions and behaviors about tourism impacts are not determined by more specific elements, the process is based on several factors such as community values, perceived social pressure, norms and rules, role expectations, relationships and interactions between members, community structure and other factors that may influence.

In another study on collective action that affects tourism through a social structure approach to community involvement. Hwang, et al (2016) explained that people affected by tourism activities have a sense of belonging to the community and have a desire to be involved in it and the pressure received by the community based on social roles also affects collective action taking (Hwang et al, 2016). Another opinion regarding social

capital to support family business initiatives in smaller social units was explained by Sorensen (2009) who studied family capital to support family-owned businesses. Sorensen explained that family capital contains resources owned by the family and available for business purposes. Family capital is defined as social capital, human capital and financial capital available for business purposes (Sorensen, 2009). These things can build mutual trust within the family and make family members able to work effectively and efficiently in matters related to the family itself and business affairs. Sorensen concluded that families that foster social relationships have social capital that can be used for business purposes (Danes et al., 2009 in Sorensen, 2009).

Family Kinship as Social Capital

Mattesich and Hill (in Puspitawati, 2013) mention family as a group related by kinship, residence, or very close emotional relationships and show four things (namely intimate interdependence, maintaining selected boundaries, being able to adapt to change and maintain identity over time, and performing family tasks). Another definition according to Settels (in Puspitawati, 2013), Family is defined as an abstraction of ideology that has a romantic image, a process as a unit of intervention treatment, as a network and a final resting destination. Burges and Locke (in Puspitawati, 2013: 3) explain that there are 4 characteristics of the family, namely (1) The family is an arrangement of people united by ties of marriage, blood ties, and adoption; (2) Family members are characterized by living together under one roof and are a household arrangement; (3) The family is a unit of people who interact and communicate which creates social roles. And these social roles are reinforced by tradition and some are emotional which results in experience; and (4) The family will maintain a common culture derived from the general culture.

One of the theories that underlies the study of families is structural-functional theory/System Theory. The view on this theory sees a social system as a balanced, harmonious and sustainable system with an approach to structural-functional theory recognizing the existence of all diversity in social life which is then accommodated in functions according to one's position in the structure of a system (Megawangi, 1999 in Puspitawati, 2013: 6). One application that can be studied using family structural/functional theory is the study of family kinship. Kinship itself is based on two forms of family, namely the nuclear family and the extended family (Puspitawati, 2013:8). In a thesis on kinship-based economic dynamics in fishing communities on Ende Island, East Nusa Tenggara. Adhima Putra (2014) explained that the dominance of Palele (Uncle) becomes the ruler due to social status and dominance in the kinship network. The role of family or relatives can be taken into account to help in the household economy, especially in poor areas. However, the exchange (reciprocity) built between family members can strengthen the relationship between the two (Adhima- Putra, 2014). The role of family and relatives, both nuclear and extended, is very influential on the family economic system. According to Wolf (in Ahimsa-Putra, 1988), a kinship relationship is the result of a person's socialization process in his life process, which contains mutual trust that is used by him to achieve a certain goal. This relationship is also based on sanctions that exist in the kinship system or sanctions from the community system.

Community-Based Tourism Business in Raja Ampat

Raja Ampat Regency lies at the heart of the Coral Triangle and is home to some of the richest tropical marine biodiversity in the world. Not only fish species, Raja Ampat Regency is also rich in coral reef diversity, seagrass beds, mangrove forests, and beautiful rocky cliff beaches (Palomares and Heymans, 2006). Based on the National Tourism

Development Master Plan (RIPPARNAS) as stated in Government Regulation No. 50 Year 2011. Raja Ampat is one of the 88 National Strategic Tourism Areas (KSPN) that have been designated by the government. As a National Tourism Strategic Area, the number of tourist visits in Raja Ampat Regency always increases every year and reached the highest number in 2019, namely 46,375 people consisting of 22,285 foreign tourists and 24,090 domestic tourists.

Tabel 1. Number of Tourist Visits in Raja Ampat Regency

| Year | Number of Tourist Visits | | Total |
|------|--------------------------|---------------|-------|
| | Domestic | International | |
| 2014 | 10759 | 7691 | 13616 |
| 2015 | 12911 | 10251 | 12472 |
| 2016 | 13616 | 12472 | 26088 |
| 2017 | 18841 | 17250 | 36091 |
| 2018 | 23099 | 20811 | 43910 |
| 2019 | 24090 | 22285 | 46375 |
| 2020 | 7439 | 697 | 4973 |
| 2021 | 814 | 1533 | 2230 |
| 2022 | 4973 | 752 | 5725 |

Source: BPS Raja Ampat Regency, 2023

Seeing the number of visits, the level of need in terms of amenity is relatively high to meet the needs of tourists. In terms of tourism amenity in Raja Ampat Regency, according to data from the Central Bureau of Statistics extracted from Raja Ampat Regency in Figures 2023, there are 273 types of lodging of various types consisting of 24 resorts, 4 cottages, 4 hotels, 25 inns, and 215 homestays in Raja Ampat Regency with the contribution of the accommodation provision sector amounting to 14.64 billion of the Gross Regional Domestic Product (GRDP) of Raja Ampat Regency. The development of tourism in Raja Ampat Regency cannot be separated from the provision of accommodation provided by members of the Raja Ampat Indigenous Business and Livelihood Association (PERJAMPAT). Of the total 215 homestays spread throughout Raja Ampat Regency, 86 homestays or around 40% of the total available accommodation in Raja Ampat Regency are members of PERJAMPAT.

Perkumpulan Penggerak Usaha dan Penghidupan Masyarakat Asli Raja Ampat (PERJAMPAT) is an association of homestay service providers conducted by Indigenous Papuans (OAP) in Raja Ampat Regency and has been established since 2012. Initially the association was called the Raja Ampat Local Homestay Business Association, and then changes were made in 2018 to the Raja Ampat Indigenous Business and Livelihood Association (PERJAMPAT) with the consideration that tourism activities that have been running and become a source of livelihood for its members are no longer in the form of an accommodation service provider business (Homestay) alone, but have developed into other businesses related to tourism businesses.

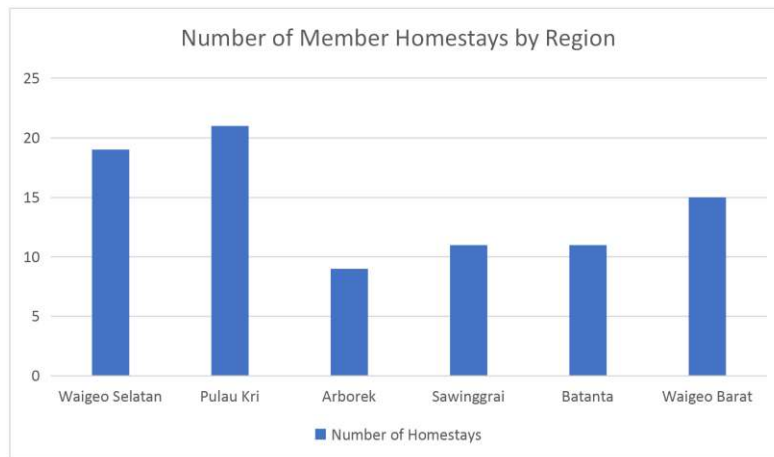


Figure 1. Number of PERJAMPAT Member Homestays by region (2018)

As a Community-based Tourism initiative, PERJAMPAT members run several types of tourism businesses and supporting businesses. In addition to Homestays, PERJAMPAT members also provide transportation services in the form of Speed Boats and Traditional Cruises, Restaurants, Tour Guides, Diving Guides, Bird of Paradise Observation Guides, and others. In addition, with the development of tourism in Raja Ampat, other economic sectors such as Fisheries, Agriculture, Trade and Services have also developed. The development of these sectors was valued at more than 20 billion Rupiah in 2015, almost equaling the Raja Ampat Regency's Original Regional Revenue (PAD) in the same year.

Biak Tribe as a Community-Based Tourism Business Actor in Raja Ampat

The origin of Raja Ampat cannot be separated from the indigenous tribes that inhabit the islands. There are four major islands in Raja Ampat, namely Waigeo, Salawati, Batanta, and Misool Islands, which is also the origin of the name Raja Ampat because there are four kings on each island (see Gelpke, 1993; Remijsen, 2001; Mansoben, 2003; Maryone, 2010). The indigenous people of Raja Ampat refer to the people who came and lived in Raja Ampat since the 15th century and came from the island of Biak as the Beser people. The name Beser is taken from the name of the first settlement of the Biak people on southern Waigeo Island. (Remijsen, 2001:30). Contact between the Biak people and the indigenous people of Raja Ampat began through trade relations and war expeditions (Kamma, 1952 in Mansoben, 2003). The trading system of the Biak people in the past was carried out using a barter system (in Biak language called Farobek). This barter system has created a relationship called Manibob. Manibob relationships that occur between two people over a long period of time can increase so closely that the relationship is not only limited to trade relations, but extends to other relationships such as marriage (Mansoben, 2003). In relation to the trading activities of the Biak people in the Raja Ampat archipelago, the Biak developed a very good knowledge of seafaring, enabling the Biak people to make cross-island voyages and eventually settle in other places including the Raja Ampat Islands (Mansoben, 2003).

The spread or migration of the Biak people began from coastal areas, starting from Mamberamo, Sarimi, Sorong, Raja Ampat and almost all coastal areas on the island of Papua (Maryone, 2010: 79). In the process of spreading, the Biak people still use and maintain their native language, they use Biak language in their daily life (Maryone, 2010:80). In her study on the migration of the Biak people in Arefi Village, Batanta Island

- Raja Ampat, Maryone (2010) mentions that there are Biak clans in the village as evidence of the migration process that has occurred since the 15th century and has become the identity of the Biak ethnic group in the Raja Ampat islands. These clans are: Warmasen, Kapisa, Rumbewas, Mambrasar, Rumfaker, Soor, Suruan, Major, Msen, Dimara, Arwakon, Merino, Kabes, Morin, and Sarwa. These clans, if traced, come from villages in Western, Eastern, Northern Biak, and from Supiori Island.

The life of the Biak ethnic group in the Raja Ampat area, which has been going on since the 15th century, has made the Biak ethnic group one of the ethnic groups that inhabit Raja Ampat Regency until now and has become a community unit with other ethnic groups. According to the Central Bureau of Statistics of Raja Ampat Regency (2017), the ethnic groups that live and inhabit Raja Ampat Regency include: Tribes originating from Papua (Maya, Kawe, Langenan, Biak, etc.), and tribes originating from outside the island of Papua (Ternate, Ambon, Bugis, Buton, Makasar, Manado, Java, Madura, Sunda, Batak, etc.). The people of Raja Ampat from the Biak ethnic group are also tourism actors in Raja Ampat Regency. Through PERJAMPAT, community members who own businesses in the tourism sector organize and group together for the benefit of their businesses, including community members from the Biak ethnic group who are the majority ethnic group in PERJAMPAT. Judging from the clans of homestay owners who are members of PERJAMPAT, the names of clans from the Biak ethnic group are the majority clans of homestay owners, such as Dimara, Fakdawer, Makusi, Mambrasar, Major, and Sauyai.

Table 2. Number of Homestays and ownership by Clan in PERJAMPAT

| No | Clan | Number of Homestay | No | Clan | Number of Homestay |
|----|-----------|--------------------|----|-----------------|--------------------|
| 1 | Ayello | 1 | 13 | Pariri | 1 |
| 2 | Dimalaouw | 1 | 14 | Rumaker | 1 |
| 3 | Dimara | 5 | 15 | Rumbewas | 1 |
| 4 | Fakdawer | 4 | 16 | Saikapele | 1 |
| 5 | Kapisa | 1 | 17 | Sarwa | 1 |
| 6 | Kararbo | 1 | 18 | Sauyai | 16 |
| 7 | Makusi | 5 | 19 | Soor | 2 |
| 8 | Mambrasar | 16 | 20 | Suruan | 1 |
| 9 | Mambraku | 2 | 21 | Watem | 1 |
| 10 | Mayor | 5 | 22 | Warmasen | 1 |
| 11 | Mofu | 1 | 23 | Belum diketahui | 10 |
| 12 | Morin | 2 | | TOTAL | 86 |

Source: Data Processed (2022)

As a customary community, the Biak Tribe has rules regarding ownership, control and use of land and territory (Roembiak, 2002). In terms of land ownership, the Biak people view ownership and control of land and forests (including water) as the inheritance of customary rights owners from generation to generation patrilineally. However, due to the Biak people's contact with other ethnic groups that have occurred for a long time, the Biak people have adopted some cultural elements from other regions into their own culture (Roembiak, 2002). Roembiak, (2002) added that regarding the status of land use and ownership in the cultural knowledge and customary law of the Biak people, the ownership and use rights of land according to the customary rules of the Biak people follow the status of a person in the village or Mnu in Biak language. The first person to

inhabit the village has rights to the land. He or she has the authority to grant residence and permission to use the forest or land to new settlers or residents. The division of land and territory according to Biak tribal rules can be seen based on: (1) batih families and (2) keret-keret alliances or clans. Based on the cultural background, especially on the rules of land ownership and based on the location/rayon of the homestay. So, it can be seen that the homestays built still follow strong customary rules so that it can be seen which clans have control over the land seen from where the homestay stands. Based on these facts, it can be assumed that the development of tourism businesses in Raja Ampat by PERJAMPAT members from the Biak ethnic group is influenced by family networks in the form of clans or through clans. The dominance of certain clans in the rayon managed by PERJAMPAT shows that family networks are an asset in building community-based tourism businesses.

METHOD

The research location is in Raja Ampat Regency, Southwest Papua Province with the object of research being members of the Raja Ampat Indigenous Business and Livelihood Association (PERJAMPAT). The research was conducted using qualitative data or data used in the form of statements that show the nature, characteristics and conditions of the symptoms or events studied (Ahimsa-Putra, 2011). The data obtained are primary data and secondary data with and obtained from various sources such as: (1) Casual observations and involved observations conducted in November 2021; (2) Casual interviews and in-depth interviews with informants involving 12 informants in August 2018 and November 2021; (3) Literature study, especially reports and meeting minutes of PERJAMPAT members. The data that has been collected will then be analyzed descriptively by showing the phenomena encountered and the data supporting these phenomena. The actions, behaviors and thoughts of the actors will be described to find out the phenomena that occur in members of the Raja Ampat Indigenous Business and Livelihood Movement (PERJAMPAT).

RESULTS AND DISCUSSION

Family as Social Capital for Starting and Running a Tourism Business

The people of Raja Ampat who come from the Biak ethnic group are communal and hold tightly to kinship ties as part of social life. Based on tradition, families of Biak origin in Raja Ampat still live together in a large house. They consist of father, mother, children, son-in-law and grandchildren, as is the case with the family of HS and ED, owners of a homestay in Saporkren Village, South Waigeo District. HS and ED's family consists of two children, a son-in-law, and two grandchildren. On a daily basis, HS and ED manage a four-building homestay that is rented out to tourists who come to Raja Ampat. In carrying out their work, they are assisted by KS (HS's eldest son) and AR, his son-in-law. Before running the homestay business, HS and ED did various jobs related to the utilization of natural resources around Saporkren village. HS was once a Cenderawasih bird hunter, they both also worked in the fields and took care of vegetable gardens located far from the village, at other times - when the south wind season blew - they worked as fishermen by setting up Bagan. Like other islands in Indonesia, traditional economic activities in Raja Ampat district are influenced by local geographical conditions, such as the weather. In Raja Ampat, when the south wind season blows from June - August, fishermen do not go to sea because the prevailing winds have the potential

to produce high waves and endanger the fishermen. So they turn to farming by opening vegetable fields in the forest areas around the village. Because he spends a lot of time at sea as a fisherman, the sea breeze has made HS suffer from asthma, until now HS regularly takes treatment at the Waisai Regional Hospital. HS and ED have abandoned their traditional economic activities as fishermen since late 2011. However, once ED still went to the field to collect vegetables and cook them for her homestay guests.

The health condition of HS as the head of the family affects his family's economic condition. So, the HS family thought about finding another livelihood that was more friendly to his health. Based on this consideration, at the end of 2012, HS's family decided to open a homestay business as some of his family members had done before. At that time, to start their new business, they built a large house consisting of 4 rooms, 1 bathroom and a dining room on a piece of land that was given by HS's father and became his family's Ulayat. Developing a homestay business has been a challenge for the HS family. With no knowledge and experience in tourism, they had to "wait" for a year and a half for a guest. The first guest, a Belgian national, came to the homestay in August 2014, when Sail Raja Ampat was taking place. This condition also applies to other homestays, not only those owned by HS. Several other homestay business actors also experienced the same thing. When we look back a little, the beginning of 2012 was the beginning of community members on Waigeo Island, Kri, and Gam starting a homestay business. Tired of being mere spectators and freelancers of the tourism business conducted by a foreign national who owns a diving resort at the tip of the island, five residents from the Sauyai clan, namely: RS, GS, PS, ES, and KS utilized the customary land they owned on the islands of Kri and Gam to build homestays for foreign tourists who began arriving in Raja Ampat.

Initially, the homestay concept that was developed utilized unused rooms in the house to serve as a temporary residence for tourists. However, seeing that resorts are more often visited by guests because they have separate rooms and based on the need for "privacy" from tourists, homestay owners then build separate buildings from the main house to be used as rooms and rented out to tourists. This misguided conception of homestay is well known by tourists who come to Raja Ampat, and has been maintained until now and used as its own tourism branding. At the beginning of the development of the homestay business on the islands of Kri and Gam, only five people ventured to open the business. This was because some of them had worked at the American-owned dive resort as boat drivers and dive guides. RS, PS and ES had worked at the Dive Resort at different times.

From the early 1990s, the Dive Resort was the only accommodation available in Raja Ampat for divers. And since the division of Raja Ampat from Sorong Regency in 2009, tourist activities there began to grow along with tourism development, which has become a mainstay for the Raja Ampat district government to introduce the potential of the region. Unbalanced tourism business competition from various aspects such as: Financial Capital, Market Access, and Tourism Knowledge, the competition between homestays and resorts has always been won by resorts. Apart from being established earlier, the resorts also use skilled labor from outside Raja Ampat, such as Bali, Manado, and Java. Although it has high complexity because it uses the concept of extended kinship. The social network formed between families in PERJAMPAT members can be seen as a social capital for its members. Robert D. Putnam (1993) explains that social capital is influenced by the social networks formed in a social community. Some of the reasons Putnam uses to argue this according to Syahra (2003) are: (1) The existence of a social network enables coordination and communication that fosters mutual trust among

community members; (2) Trust has positive implications in social life; (3) Various successes achieved through cooperation at the previous time in this network will be a driving force in the continuity of cooperation at the next time. The social network in the HS and ED families is an example. As a family from the Biak ethnic group with the concept of extended family, the use of surnames is one indicator of family relationships (although not always blood-related). Looking at this phenomenon, the family kinship network of HS surnamed Sauyai and ED surnamed Dimara when connected to PERJAMPAT members from the South Waigeo Rayon, can be seen below.

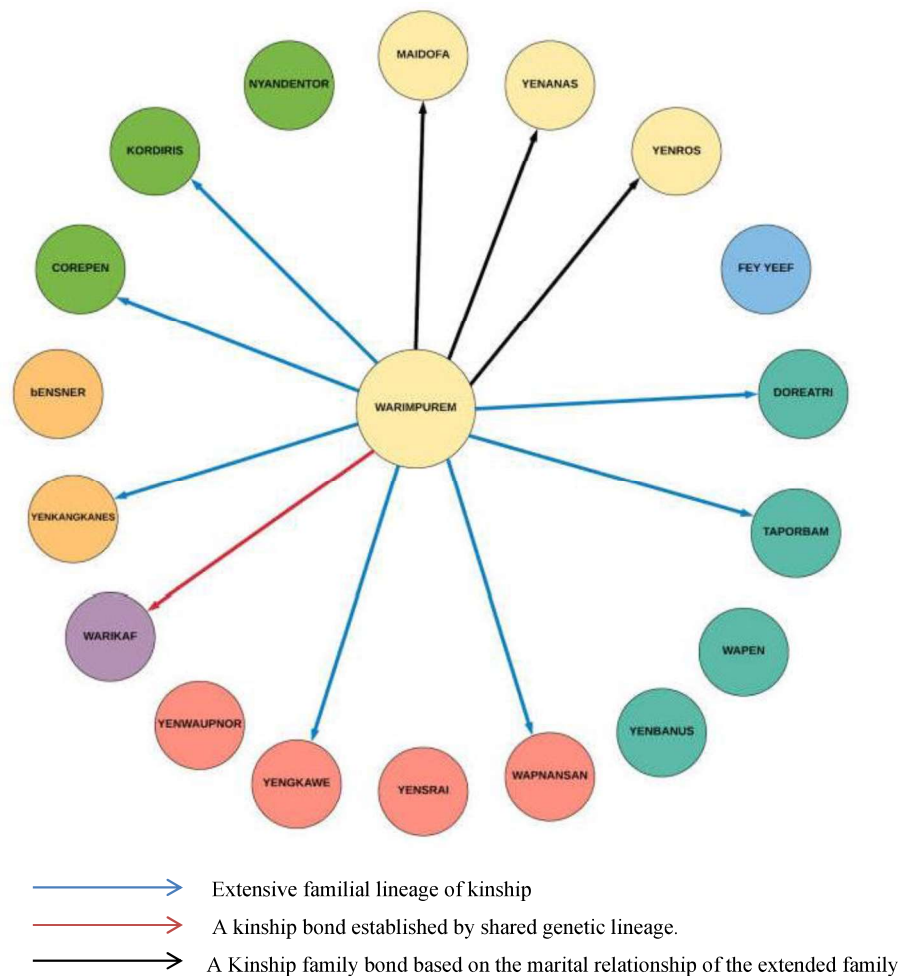


Figure 2. Family Kinship Network of Warimpurem Homestay in West Waigeo Rayon
Source: Data Processed (2022)

It can be seen from the family network as depicted in Figure 2. It can be seen that the family owned by HS and ED as the Homestay owner's family has a wide and strong family network because it is connected by family through clan (extended family), blood relations, and marital relations and extended family with 9 out of 18 other homestay owner families in South Waigeo rayon. Strong family relationships may occur with other homestay owners. Because the case example taken is only one homestay owner family and the kinship relationship is still within one rayon consisting of 19 homestay owners, it is not impossible that in a wider community (such as all PERJAMPAT members) kinship relationships become more complex and interrelated with each other. As explained by Putnam (through Syahra, 2003), the social network that is formed allows for coordination

and communication that creates a sense of trust between PERJAMPAT members. Examples of cases such as the beginning of the formation of associations founded by members of the same clan make mutual trust between them an asset to start something they are not actually good at.

Section 1.00 Family Interests that influence Communal Decisions in Tourism Businesses

As a community-based tourism entity, PERJAMPAT has an interest in accommodating the interests of its members. So that in the process of running the organization, members are often conflicted between organizational, personal, and family interests. Organizationally, PERJAMPAT has a decision-making mechanism in accordance with the Articles of Association and Bylaws (AD and ART) of the organization. According to PERJAMPAT's AD and ART, the organization's decision-making mechanism is carried out with a democratic approach through a *voting* mechanism with a minimum requirement of $\frac{2}{3}$ of registered members present. On the occasion of the General Meeting of Members held in September 2016, one of the agendas of the meeting was the election of the Board of Trustees and the Governing Board. In the process of electing the chairman of the board of trustees, there were 6 candidates from each rayon who had previously been elected by each rayon member through an acclamation mechanism. In the next process for the election of the chairman of the board of trustees, the 6 candidates were then selected into the top 3 by acclamation mechanism through listening to the considerations of the members.

These considerations include: age, education, experience, contribution to the organization. From the top 3 candidates for chairman of the board of trustees, then the determination to choose who becomes chairman is done through a *voting* mechanism. At the 2016 General Meeting of Members, the candidates for chairman of the board of trustees for the 2016-2017 period were LM from West Waigeo rayon, MM from South Waigeo rayon, and FD from Arborek rayon. Based on the voting process, the elected chairman of the board of trustees for the 2016-2017 period was LM. When viewed based on the clans of homestay owners in Raja Ampat, the clan owned by LM is the clan that has the largest number of members at 16 members (along with the clan owned by HS), but in addition to these factors, other factors that made LM elected were considerations such as age, education, and contribution to the organization. It cannot be denied that clan is one of the main influences in decision-making in the election of the chairman of PERJAMPAT's governing body. Based on the history of elections, the chairpersons of PERJAMPAT's governing body come from clans that have a large number of members in PERJAMPAT such as Mambrasar, Makusi, Dimara and Sauyai.

Based on these conditions, it can be seen that there are only 4 clans that have held the highest leadership in PERJAMPAT, namely the Sauyai and Mambrasar clans. This condition then raises the hypothesis that the influence of family kinship is very strong in the decision-making process for the election of the chairman of the board of trustees in PERJAMPAT. Until now, the chairman of PERJAMPAT's board of trustees has always been filled by these two families, although the organization below is filled by members from other clans. Another case influenced by family kinship in communal decision-making was encountered when PERJAMPAT planned to change its entity from an organization that received benefits from Non-Governmental Organizations to a pure social tourism business entity. In the early stages of its formation in 2012 until 2017, PERJAMPAT was the beneficiary of a benefit fund provided by the *Walton Family Foundation* through the mechanism of *Bird Head Sea Scape Initiatives* with the

management of funds and programs provided to the non-governmental organization Seventythree (73.ltd).

When the implemented program was completed at the end of 2017, PERJAMPAT then took the initiative to transform the entity into a social tourism business entity in the hope that the financial benefits received from the tourism business could be used as the organization's operational costs, marketing of accommodation and tourism services, training, and conservation efforts undertaken by PERJAMPAT. In order to meet the funding needs, a discourse emerged that each PERJAMPAT member must provide membership dues of IDR 100,000 per homestay per month. This rule has been issued through an update of the Articles of Association (AD) and Bylaws (ART) of the organization in 2017. However, in practice this concept of dues did not work for one reason or another.

One of the reasons why dues do not work for PERJAMPAT members is that members do not have a sense of responsibility and commitment to the organization, as explained by ED.

"Members expect us to care as administrators. But maybe they don't realize what their obligations are, the dues. This is what we have to think about. The business actors of this Association (PERJAMPAT) are not other people but they are family. (ED¹ , 2018)".

The same thing was added by KS who thought that the lack of commitment to pay contributions caused the organization to experience obstacles.

"Lack of commitment to pay contributions. So far, contributions have not been implemented properly. As a result, the BP (Governing Body) is lazy to work because they are not paid. What happens is that there is no operational money". (KS¹ , 2018).

ED added that when reflecting on her own commitment to PERJAMPAT, she explained that she still often feels afraid to say how she feels because she is worried about offending others. KS, on the other hand, feels afraid to reprimand because it could damage the running of the organization when the member resigns.

"I often have a feeling of fear of saying something to others. I worry about offending. But there are also friends who we reprimand and remind, they can accept. (ED¹ , 2018)".

"Sometimes there are executive councils who do not carry out their duties properly, we are afraid to reprimand and remind them. We are worried that they will resign" (KS¹ , 2018).

The conception of "*Malu Hati*" is common in the lives of Biak people in Raja Ampat in particular, but also in Papuan society in general. Munro (2015) studied "*Malu Hati*" in the Dani tribe in the highlands of Papua and found that '*Malu Hati*' is constructed from the views or stigmas of outsiders towards the Dani people which resulted in the action.

In contrast to the conception described by Munro, who sees "*Malu Hati*" as a construction caused by the views of people outside the Dani tribe, the construction of shame in the context of this paper is caused by the close family relationships among the

¹ Taken from PERJAMPAT Meeting Minutes, dated July 18, 2018

Biak tribe communities in Raja Ampat. A strong and extensive form of kinship makes Biak people in Raja Ampat consider the "feelings" of people within the family. As a communal society, interaction between family members is an asset to the Biak community, as it is for PERJAMPAT members. Maria Latumahina, facilitator of the PERJAMPAT members' discussion and meeting that took place in Arborek, summarized the discussion on "Shame" among PERJAMPAT members.

"Lack of communication, dialog, openness, sharing ideas. One said that no one asked for clarification because they were embarrassed. Shame in some issues is beneficial to you, but in this issue it is quite detrimental. So that there is no listening to each other with empathy, greeting each other with love, that is the obstacle. Shame in our tradition is very helpful, for example, the value in the family is very important. But we also need to think that shame in other specs is very detrimental" (ML², 2018).

From this condition, it can be seen that family interests in the form of maintaining family "feelings" is an important aspect considered by the Biak tribal community in making communal decisions in PERJAMPAT. This does not necessarily change the community-based tourism entity carried out by PERJAMPAT into another form of entity. The change in entity form from a beneficiary organization to a tourism business organization is influenced by other larger factors. Kinship considerations in decision-making are more common on a smaller scale, such as the two cases exemplified above.

CONCLUSIONS

The community-based tourism initiative that occurs in the Raja Ampat Indigenous Business and Livelihood Association (PERJAMPAT) is a unique form of community-based tourism initiative. On the one hand, this tourism initiative is required to become a modern business entity that is independently able to support the organization in implementing its vision and mission. But on the other hand, this initiative is composed of a homogeneous group that still maintains tradition in the implementation of its daily life. The dynamics that occur within PERJAMPAT then clash many interests, one of which is the interests of the organization and family. Looking at the family perspective in the form of family kinship patterns, it is known that one of the PERJAMPAT members has an extensive family network because HS and ED's homestay has kinship ties with 9 other homestays in the same rayon. This was formed because the kinship system adopted by the Biak ethnic community in PERJAMPAT uses the concept of extended kinship resulting from blood ties and marital relations. The complexity of family kinship found in PERJAMPAT affects the course of decision-making in the organization. As seen in the election of the chairman of the board of trustees, who in the last 5 periods has been a member from the clan with the largest number of members in PERJAMPAT. In addition, interactions and relationships within the family also affect the decision-making process in smaller cases such as membership dues.

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