



Procurement of Uniform Facilities And Infrastructure as Tourist Attraction For The Keranggan Rural Tourism, South Tangerang City

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ABSTRACT

Infrastructure plays an essential role in the tourism sector as a provider of facilities to tourist sites. This community service activity aims to procure uniforms and infrastructure facilities in the Keranggan tourism village. This tourist village requires traditional Sundanese dance uniforms as mandatory equipment for every conventional dance performance. Art uniforms play an essential role in every performance because the audience will immediately see what clothes are worn by dancers or martial arts players. Comfortable and beautiful clothes will undoubtedly add to a good impression and show thorough preparation to add to the tourist attraction. The results of community service activities are expected to increase facilities and infrastructure, especially in the Procurement of uniforms as mandatory equipment for traditional dance performances that can add to the tourist attraction. Road conditions are essential in supporting tourism development, making it easier for visitors to access tourist sites and realize the expansion of entrepreneurship and creative tourism, making the Keranggan Tourism Village a superior product and destination tourism in South Tangerang City. The suggestion from participants that need to make Improvements to footpath infrastructure, wastewater irrigation, and clean water supply is essential for developing class tourist destinations, more highlighted the Sundanese culture, make the consistency and commitment and Kranggan village needs to provide several facilities to support the arts by procuring uniforms

INTRODUCTION

The tourism industry is one of the primary industries that determine the world's economic growth in the long term. (Chang & Chang, 2015). Tourist Attractions and something exciting and valuable to visit and see (Devy & Soemanto, 2017). Infrastructure development will encourage the development of the tourism sector (Blazeska et al., 2018). According to Valeriani & Putri (2020), tourism supporting components consisting of price, physical facilities (infrastructure), and guarantees (services) are used to determine tourists' perceptions of the level of satisfaction and importance. Tourism is a sector that makes Indonesia attractive, which is quite large, so many tourists are interested in visiting. In fact, not only local tourists are interested, but various tourist attractions. This type is also able to attract many foreign tourists to come. Infrastructure facilities and tourist satisfaction are an integral part of inseparable in a tourist attraction. A tourist attraction is a facility that can attract tourists or tourists to a particular area or place (Juliana et al., 2021).

The infrastructure provided usually reflects the quality of service provided; the higher the service quality, the higher the customer satisfaction (Hieu et al., 2021; Saborit et al., 2021). Roads, bridges, power plants, airports, railways, ports, telephone networks, schools, toilet facilities, irrigation networks, and so on

are all part of infrastructure development. Infrastructure, in essence, serves as a link between places/objects that will ultimately benefit the community's welfare. (Thio and colleagues, 2020) Whether or not the infrastructure has an impact on the local community's performance, including regional development. Road infrastructure, in general, is something that must be in place. Human activities can be carried out more efficiently and safely if a road network connects them. Access to health and education facilities will be more convenient and secure. Infrastructure development can have a positive impact on land use planning and economic growth (Putri et al., 2019). Facilities and infrastructure are critical factors that contribute significantly to the growth of the tourism industry (Way et al., 2016). Tourism development, particularly tourism facilities and infrastructure, is a process of increasing value in various aspects of the tourism sector, particularly the availability of objects and facilities and tourist attraction infrastructure.

Departing from the natural and cultural potential in Keranggan village, crossed by the Cisadane River in the west, which is still untouched, green, relaxed and beautiful, is a natural wealth that can be used for Ecotourism. The Keranggan Tourism Village's success is the community's participation and directly felt by the community. The natural and cultural potential in the village of Keranggan needs to be preserved and developed. Various micro and small scale industries make Keranggan village a centre for home industries for food and handicraft products, well known in South Tangerang and its surroundings. Among the types of pretty popular food from Keranggan are roasted peanuts that are fried using sand and without cooking oil, and regaining various cassava chips, banana chips, opaque, enyek and others. Many visitors from multiple regions conduct studies and visits to see firsthand and try the cooking process for themselves—likewise, the process of making doormats, screen printing shirts or other craft items. Unspoiled natural conditions with the livelihoods of most of the population, food industry players and farmers, are easily accessible by visitors from various regions. With the existence of the Tourism Village in Keranggan, which includes: Industrial home tours, homestays, Agrotourism, Water Tourism (fishing and boat on the Cisadane river), a Cere fish culinary tour, Nature, arts and culture tourism. The development of the Keranggan Tourism Village is aimed at increasing the activities of the Regional Government, the business world and the general public, where the targets to be achieved are: The realization of the development of shellfish ecotourism as input for policy and development of tourism areas, The completion of motivation for local governments and communities to develop shellfish ecotourism, The realization of a place that supports the preservation of natural resources and the environment in South Tangerang City, The completion of increased employment opportunities and regional/community income, The realization of the expansion of entrepreneurship and creative tourism, Making the Keranggan Tourism Village a superior product and destination tourism in South Tangerang City

What is packaged and managed in Ecotourism will positively affect the community in Keranggan Village, Setu District, education, economy, culture and others to alleviate poverty. The problem faced by the Keranggan tourism village is the lack of funds to procure uniforms as mandatory equipment for traditional dance performances that can add to the tourist attraction. Sundanese traditional dance uniforms are compulsory equipment for every conventional dance performance. Art uniforms play an essential role in every performance because the audience will immediately see what clothes are worn by dancers or martial arts players. Comfortable and beautiful clothes will undoubtedly add to a good impression and show thorough preparation to add to the tourist attraction.

METHOD

Kampung Keranggan is located in South Tangerang City. Geographically, it is crossed by the Cisadane river, which is in the west, precisely in Keranggan Village, Setu District, surrounded by luxury housing and not far from the centre of the independent town of Bumi Serpong Damai. The natural condition of the land, which is contoured and up and down, is a natural attraction in itself. Keranggan Village has an area of 1.70 KM², in which the Keranggan Tourism Village consists of 280 families; almost 40% of the population is home industry players. Keranggan bordering: West side: Cisadane river opposite Cisauk Tangerang. North side: Kademangan. To the south: Puspitek, Buaran, Mount Sindur. Distance from the District Government Center: 3 km Distance from the City Government: 9 km. Distance from the provincial capital: 60 km. The Keranggan community has fantastic food in nuts and various chips produced and managed by local farming communities. The atmosphere of Keranggan village, which is still beautiful in certain parts of the area, with its uniqueness, maintains the beauty of the Cisadane River, which stretches wide and clear during the dry season, adding to its beauty. The

implementation of community service is carried out offline with 15 participants about the Procurement of Uniform Facilities And Infrastructure.

RESULTS AND DISCUSSION

Keranggan, which has Sundanese culture, now through ecotourism Keranggan is being developed Health Movement Therapy "YAMA" to increase body immunity with Sundanese typical gamelan and guidance to the younger generation for the preservation of arts and culture.

Activities have been planned since August by conducting interviews with partners to find out the problems and needs of partners. In addition, Procurement of uniform facilities and infrastructure are carried out directly to the Keranggan tourism village, and the distribution of online questionnaires via google form and the scale given to the questionnaire is to use a measurement scale from Strongly Disagree to Strongly Agree with the following results:

The first question regarding The material is well organized and easy to understand as many as six respondents (40%) answered strongly agree, three respondents (20%) answered agree, five respondents (33.3%) responded somewhat agree, one respondent (6.7%) reacted quite agree. Therefore, from the data, it can be seen that the participants strongly agreed that the material was well organized and easy to understand.

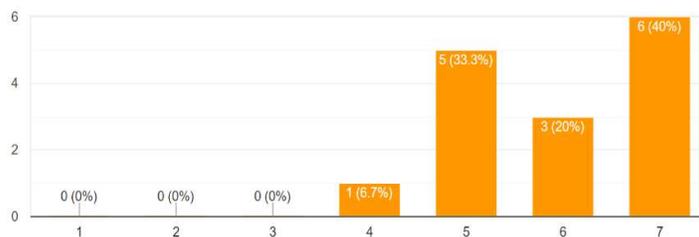


Figure 1 The material is well organized and easy to understand

The second question regarding The material is very relevant and has been following what you expected as many as six respondents (40%) answered strongly agree, six respondents (40%) answered they agree two respondents (13.3%) responded somewhat agree, one respondent (6.7 %) responded somewhat disagree. From the data it can be seen that participants strongly agree that the material is very relevant and has been following what you expected

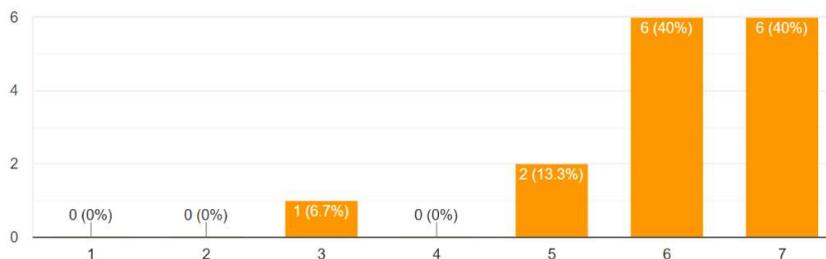


Figure 2 The material is very relevant and has been in accordance

The third question is how you understand how to manage facilities and infrastructure well to become a tourist attraction. As many as nine respondents (60%) strongly agree, four respondents (26.7%) agree, two respondents (13.3%) somewhat agree. From the data, it can be seen that the participants strongly agree that you understand how to manage facilities and infrastructure well so that they become a tourist attraction

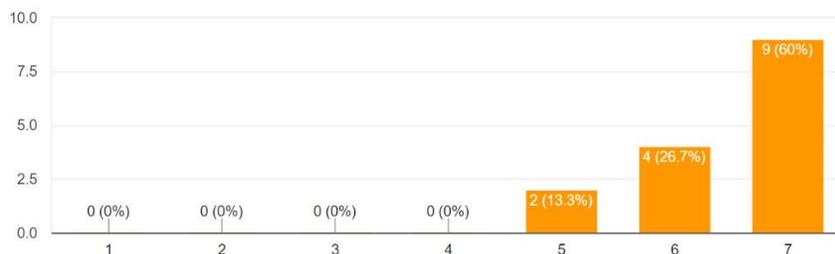


Figure 3 You understand how to manage facilities and infrastructure well so that they become a tourist attraction

The fourth question The Kranggan tourism village very much needs regarding the Procurement of uniform needs as many as nine respondents (60%) stated strongly agree, two respondents (13.3%) agreed, four respondents (26.7%) said somewhat agree. Therefore, from the data, the respondents strongly agreed with The Kranggan tourism village's very much needs regarding the Procurement of uniform requirements.

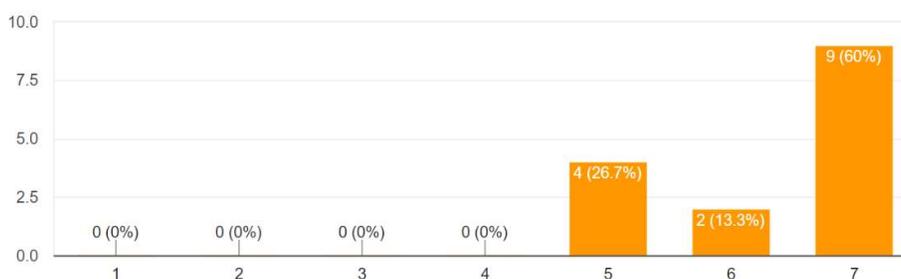


Figure 4. The Kranggan tourism village very much needs Procurement of uniform needs

An analysis of the level of availability of facilities and infrastructure in the village of Karanggen can be seen in the following table:

Table 1. Level of availability of facilities and infrastructure

Item	Statement	Total	Percentage(%)
Entrance Accessibility Infrastructure	Very good	4	26.7
	Pretty good	4	26.7
	Good	6	40
	Somewhat not good	1	6.7
Infrastructure Accessibility Availability of Transportation Facilities	Very good	3	20
	Pretty good	6	40
	Good	6	40
Infrastructure Accessibility Road signs	Very good	2	13.3
	Pretty good	4	26.7
	Good	9	60
The existence of facilities and infrastructure	Very good	3	20
	Pretty good	4	26.7
	Good	7	46.7
	Somewhat not good	1	6.7
Condition of infrastructure	Very good	3	20
	Pretty good	1	6.7
	Good	10	66.7
	Somewhat not good	1	6.7
Availability of Stall Infrastructure Facilities	Very good	1	6.7
	Pretty good	5	33.3
	Good	8	53.3
	Somewhat not good	1	6.7
Utilization of Facilities and Infrastructure	Very good	4	26.7
	Pretty good	4	26.7
	Good	6	40

	Somewhat not good	1	6.7
Level of Availability of Information Center Infrastructure	Very good	2	13.3
	Pretty good	6	40
	Good	7	46.7
Level of Availability of Parking Infrastructure	Very good	3	20
	Pretty good	3	20
	Good	8	53.3
	Somewhat not good	1	6.7
Level of Availability of Infrastructure Facilities Trash	Very good	3	20
	Pretty good	3	20
	Good	8	53.3
	not good	1	6.7
Availability of Pondok Infrastructure Facilities	Very good	2	13.3
	Pretty good	1	6.7
	Good	8	53.3
	Somewhat not good	3	20
Level of Availability of Toilet Infrastructure	not good	1	6.7
	Very good	2	13.3
	Pretty good	5	53.3
	Good	6	40
Level of Availability of Musholla Facilities	Somewhat not good	2	13.3
	Very good	5	33.3
	Pretty good	3	20
	Good	6	40
Level of Availability of Footpath/bridge Infrastructure Facilities	Somewhat not good	1	6.7
	Very good	2	13.3
	Pretty good	3	20
	Good	6	40
Level of Availability of Sanitary Facilities	Somewhat not good	2	13.3
	Very good	2	13.3
	Pretty good	3	20
	Good	8	53.3
Satisfaction with infrastructure users	Somewhat not good	2	13.3
	Very good	3	20
	Pretty good	2	13.3
	Good	9	60
Communication Network Infrastructure	Somewhat not good	1	6.7
	Very good	1	6.7
	Pretty good	3	20
	Good	8	53.3
Electric Grid Infrastructure	Somewhat not good	1	6.7
	Not good	2	13.3
	Very good	4	26.7
	Pretty good	2	13.3
Clean water installation infrastructure	Good	8	53.3
	Not good	1	6.7
	Very good	2	13.3
	Somewhat not good	5	33.3
Sewerage System Installation Infrastructure	Very good	3	20
	Good	7	46.7
	Somewhat not good	1	6.7
	Not good	4	26.7

Source: Processed Data Result (2021)

From the results of the above analysis, it can be concluded that the level of availability of facilities and infrastructure for the village of Karang tourism is quite good from the infrastructure of accessibility of road signs, information centers, condition of facilities and infrastructure, level of availability of stalls, parking, trash bins, huts, toilets, prayer rooms, Walkways, cleanliness, communication networks, electricity networks, clean water installations, waste disposal infrastructure systems and satisfaction in the use of these infrastructure facilities who still have to arrange the place to make it look more attractive

CONCLUSION

The tourism sector makes a significant contribution to the economy of a region. The results of community service activities are expected to increase facilities and infrastructure, especially in the Procurement of uniforms as mandatory equipment for traditional dance performances that can add to the tourist attraction. Road conditions are essential in supporting tourism development, making it easier for visitors to access tourist sites and realize the expansion of entrepreneurship and creative tourism, making the Keranggan Tourism Village a superior product and destination tourism in South Tangerang City. The suggestion from participants that need to make Improvements to footpath infrastructure, wastewater irrigation, and clean water supply is essential for developing class tourist destinations, more highlighted the Sundanese culture, make the consistency and commitment and Kranggan village needs to provide several facilities to support the arts by procuring uniforms

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