



## **Tourism Development Strategy in Wewengkon Adat Kasepuhan Citorek as A Tourist Attraction in Lebak Regency**

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### **Abstrak**

Pengabdian kepada masyarakat terintegrasi dengan Kuliah Kerja Mahasiswa online Universitas Sultan Ageng Tirtayasa. Yang bertujuan untuk meningkatkan daya tarik wisatawan untuk datang ke wisata di Wewengkon Adat Kasepuhan Citorek. Ada wisata alam yaitu Gunung Luhur, Gunung Keneng dan Kebun Strawberry. Daya tarik wisatawan di bidang pariwisata tentunya harus ditingkatkan agar perekonomian masyarakat sekitar pulih, oleh karena itu diperlukan strategi yang dapat menarik wisatawan untuk datang berwisata, banyak fasilitas yang harus ditambah seperti spot foto, camping, makanan khas Wewengkon Adat Kasepuhan Citorek serta perbaikan infrastruktur jalan. Untuk memperkenalkan wisata di Wewengkon Adat Kasepuhan Citorek, kita bisa mempromosikannya melalui media sosial yang ada, seperti YouTube, Facebook, Instagram, Twitter dan lain-lain. Serta pembuatan Video Vlog wisata sebagai salah satu kegiatan yang termasuk dalam program utama bidang pemerintahan yang dilakukan oleh kelompok mahasiswa Kuliah Kerja Mahasiswa 4 Desa Citorek Sabrang.

**Keywords :** *Kuliah Kerja Mahasiswa, Strategi Pengembangan, Adat Wewengkon Kasepuhan Citorek*

### **Abstract**

*Community service is integrated with the online Community Service Program of Sultan Ageng Tirtayasa University. Which aims to increase the attractiveness of tourists to come to tourism in Wewengkon Adat Kasepuhan Citorek. There are natural attractions, namely Mount Luhur (The Country above the Clouds), Mount Keneng and Strawberry Gardens. The attractiveness of tourists in the tourism sector must of course be improved so that the economy of the surrounding community recovers, therefore a strategy is needed that can attract tourists to come to the tour, many facilities must be added such as photo spots, camping, typical food of Wewengkon Adat Kasepuhan Citorek and also road infrastructure improvement. To introduce tourism in the Kasepuhan Citorek Traditional Wewengkon, we can promote it through existing social media, such as YouTube, Facebook, Instagram, Twitter and others. As well as making a tourist Vlog Video as one of the activities included in the main program in the field of governance carried out by Community Service Program students group 4 Citorek Sabrang Village*

**Keywords :** *Community Service Program, Development Strategy, Wewengkon Kasepuhan Citorek Customs*



## Introduction

Administratively, Kasepuhan Citorek is included in the Cibeber District, Lebak Regency, Banten Province. To get to the place, Serang-Pandeglang-Rangkasbitung-Gajrug-Citorek. The road conditions on this route are quite good and comfortable , except for Gajrug to Citorek which is about 35 kilometers or the equivalent of 3 hours drive . Many climbs and descents are quite sharp , but offer a natural view of the mountains that are so charming .

The location of Kasepuhan Citorek is in a hilly area which covers an area of 7,416 hectares. This area is the customary territory of Kasepuhan Citorek, which includes four villages, namely East Citorek Village, West Citorek Village, Central Citorek Village and the whole is located in East Citorek village, precisely in Guradog Village.

The tourist village is one of the programs to attract tourists to come to the place, the tourist village itself is expected to improve the economy of the surrounding community and village income. The village that will be the target of the group 4 KKM program itself is Citorek Sabrang Village which is located in Cibeber District, Lebak Regency, Banten Province.

The tourist village been formated form is influenced by the local communities participation and from that the tourism would develop and be known by many people. If the surrounding community is indifferent to the tour, it will be difficult to find tourists to come to these tourist attractions. Citorek village itself not only has natural tourism, but has a very distinctive culture, namely Citorek village itself is a traditional village.

The village where the group 4 KKM is located is a traditional village where the existing customs are still very strong and well preserved. Even the existence of tourism does not affect existing customs where tourism is meant to be in the form of nature, for example, the most famous is a country above the clouds, this tourism place has started to boom in 2018 until now, followed by the existence of Gunung Keneng tourist attractions and the most recent the strawberry garden.

In addition, there is also a historical tour namely Punden Berundak Cibedug, which people rarely know about because it has inadequate road access.

From The Student's role by taking apart to developing the region needs to had a creative ideas by using of the existing technology. Students themselves are agents of change which they had to taking apart an agent who can bring positive changes to the village, of course, a positive role.

## Implementation Method

The stages of activities carried out in this service are as follows:

- 1) Preparation Stage  
Visited Wewengkon Adat Kasepuhan Citorek and also asked the head of the Citorek Sabrang village for permission and communicated what activities would be carried out.
- 2) Implementation Stage  
Visited tours in Citorek and making videos to post to Youtube KKM group 4 Citorek Sabrang Village.
- 3) Evaluation Stage  
The evaluation was carried out by asking the response of the village head, residents and Youtube users about the video.

## Result and Discussion

Covid 19 has changed various patterns of people's lives ranging from work, education, socio-culture, economy, health, tourism and many more. Therefore, the ONLINE THEMATIC KKM organized by Sultan Ageng Tirtayasa University has a creative theme of developing the region through the use of technology. All of this is based on the current Covid condition where technology is very influential on all activities carried out by the community. Therefore, in introducing a tour at this time, of course, the use of technology is an effective choice, such as making travel vlog videos.

#### 1) Mount Luhur (The Land Above the Clouds)

##### Driving Factors for Tourism Object Development

The factors behind the development of the natural tourist attraction of Mount Luhur (The Country Above the Clouds)

- 1) Regent's regulation that certifies a tourist attraction area to be developed without leaving local wisdom.
- 2) The natural panorama of Mount Luhur has the leading tourism potential of Lebak Regency which offers beautiful and natural views and can enjoy the sunrise with clouds blowing supported by good weather and climate. This allows tourists to explore the natural beauty of Mount Luhur.
- 3) Climatic conditions and cool weather at Mount Luhur Tourism Object increase the interest of visitors to visit Mount Luhur tourism objects.
- 4) The existence of lodging and camping facilities. the purpose of visitors visiting Mount Luhur Tourism Object.

##### Inhibiting Factors for Tourism Object Development

The problems that occur in developing the area can be seen in the following main problems:

#### 1) Human Resources

The quality of human resources needs to be improved, in this case it is necessary to socialize the tourism-aware village so that after knowing this knowledge, the community is able to exploit the natural resources around them to revive the economic resources in the tourist attraction area.

#### 2) Facilities and Infrastructure

- Improvement of facilities and infrastructure that have not been built in the next stage, namely the addition of public facilities such as toilets and prayer rooms
- Added selfie object
- Promotion

Promotion of Mount Luhur Tourism Object is still ineffective and has never even been promoted due to lack of funds from the local government and the private sector to carry out promotions, such as planning cultural festivals which have become a government program in order to increase local people's income.

#### 3) Lack of Community Participation

Lack of community participation in the development of Mount Luhur Tourism Object.

#### SWOT Development Strategy Analysis

SWOT analysis is systematic identification of various factors to formulate a company strategy. Rangkuti 2006:19). SWOT stands for the internal environment Strengths (strengths) and Weaknesses (weaknesses) as well as the external environment Opportunities (opportunities) and Threats (threats) faced in the business world.

The analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. In the preparation of a strategy for the development of natural tourism objects Mount Luhur, it is necessary to do a SWOT analysis first to identify the strengths, weaknesses, opportunities and threats..

Development Strategy Analysis using SWOT Analysis. Identification. Internal and external factors formulated in an effort to analyze the strategy of developing Mount Luhur natural tourism objects can be seen as follows:

#### Internal Factor Analysis

##### 1) Strengths

- Have a panoramic view of natural beauty
- Have an unspoiled ecosystem
- Has the charm of sunrise and cloud cover

##### 2) Weaknesses

- Lack of additional facilities such as toilets and prayer rooms.
- Lack of community and government participation in the development of tourism objects in the field of promotion.
- The minimal role of the community in the process of developing the Mount Luhur tourist attraction.

#### External Factor Analysis

##### 1) Opportunities

- Advances in information and communication technology so that people can access information about Mount Luhur tourism online
- Access to supporting tourist sites

##### 2) Threats

- Community and tourist activities that can damage the environment such as littering.
- Avalanche

##### 2) Mount Keneng

###### Driving Factors for Tourism Object Development

- 1) Based on Regent regulation which legalizes a tourist attraction area to be developed without abandoning local wisdom.
- 2) The natural panorama of Mount Keneng has an excellent tourism potential for Lebak Regency which is offers a beautiful and natural views also people would enjoy the sunrise and the sunset with exposure to clouds supported by good weather and climate. This factors would allows tourists to explore the natural beauty of Mount Keneng.
- 3) Climatic conditions and cool weather at Mount Keneng Tourism Object would increase the intention of visitors to visit Mount Keneng tourism objects.

###### Inhibiting Factors for Tourism Object Development.

The problems that occur in developing the area can be seen in the following main problems:

##### 1) Human Resources

The quality of human resources needs to be improved, in this case it is necessary to socialize and cultivating the folks also the tourism-aware village so that after knowing this knowledge, the community is able to exploit the natural

resources around them in case to revive the economic resources in the tourist attraction area.

## 2) The Facilities and Infrastructure

- Improvement of facilities and infrastructure needs to be built carefully into the next stage, things that need to complete the facilities such as the addition of the toilets also the prayer rooms.
- Adding the selfie spots
- The Promotion

Promotion of Mount Keneng Tourism Object is still ineffective and has never even been promoted due to lack of funds from the local government and the private sector to carry out promotions, such as planning cultural festivals which have become government programs in order to increase local people's income.

## 3) Lacks from Local Communities Participation

Lack of community participation in the development of Mount Keneng Tourism Object.

## SWOT Development Strategy Analysis

The analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. In the preparation of a strategy for the development of natural tourism objects Mount Keneng, it is necessary to do a SWOT analysis first to identify the strengths, weaknesses, opportunities and threats..

Development Strategy Analysis using SWOT Analysis. Identification. Internal and external factors formulated in an effort to analyze the strategy of developing Mount Keneng natural tourism objects can be seen as follows:

### Internal Factor Analysis

#### 1) Strengths

- Have a panoramic view of natural beauty
- Have an unspoiled ecosystem
- Has the charm of sunrise and cloud cover

#### 2) Weaknesses

- Lack of additional facilities such as toilets and prayer rooms.
- Lack of community and government participation in the development of tourism objects in the field of promotion.
- The minimal role of the community in the process of developing the Mount Keneng tourist attraction.
- To get to the location, visitors must go through a rocky dirt road.
- No lodging, electricity and stalls

### External Factor Analysis

#### 1) Opportunities

- Advances in information and communication technology so that people can access information about Mount Keneng tourism online

#### 2) Threats

- Mount Keneng tourism is considered less impressive so that it doesn't attract the public interest to visit it
- Avalanche

#### 3) Strawberry Farmfield

### Driving Factors for Tourism Object Development

The factors behind the development of the natural tourist attraction of Strawberry Farmfield

- 1) Regent's regulation that certifies a tourist attraction area to be developed without leaving local wisdom.
- 2) Climatic conditions and cool weather at Strawberry Farmfield Tourism Object increase the interest of visitors to visit Strawberry Farmfield tourism objects.
- 3) Terdapat hamparan tanaman strawberry

### Inhibiting Factors for Tourism Object Development

The problems that occur in developing the area can be seen in the following main problems:

#### 1) Human Resources

The quality of human resources needs to be improved, in this case it is necessary to socialize the tourism-aware village so that after knowing this knowledge, the community is able to exploit the natural resources around them to revive the economic resources in the tourist attraction area.

#### 2) Facilities and Infrastructure

- Improvement of facilities and infrastructure that have not been built in the next stage, namely the addition of public facilities such as toilets and prayer rooms
- Added selfie object
- Promotion

Promotion of Strawberry Farmfield Tourism Object is still ineffective and has never even been promoted due to lack of funds from the local government and the private sector to carry out promotions, such as planning cultural festivals which have become a government program in order to increase local people's income.

- Less managed by the government

#### 4) Lack of Community Participation

Lack of community participation in the development of Strawberry Farmfield Tourism Object.

### SWOT Development Strategy Analysis

Development Strategy Analysis using SWOT Analysis. Identification. Internal and external factors formulated in an effort to analyze the strategy of developing Strawberry Farmfield natural tourism objects can be seen as follows:

#### Internal Factor Analysis

##### 1) Strengths

- Have a panoramic view of natural beauty
- Have an unspoiled ecosystem
- Has the attraction of a stretch of strawberry plants

##### 2) Weaknesses

- There is no resting place such as a prayer room and toilet
- There are no local residents selling around the location
- Lack of community and government participation in the development of tourism objects in the field of promotion.
- The minimal role of the community in the process of developing the Mount Keneng tourist attraction.



External Factor Analysis

1) Opportunities

- Advances in information and communication technology so that people can access information about Strawberry Farmfield tourism online
- Access to supporting tourist sites

2) Threats

- Community and tourist activities that can damage the environment such as littering.
- Avalanche

Table 1.  
Details of Outputs and Activity Results

No	Activity	Output	Outcome
1.	Making a Video Blog about Tourism Object at Citorek Village	1 Video (Including 3 tourist object at mount luhur such as A Land Above the Sky, Mount Keneng, Strawberry farmfield.	Introducing a tour at Citorek Village into National and international Communities with goals to Introduce The Communities about potentials at Citorek Village.

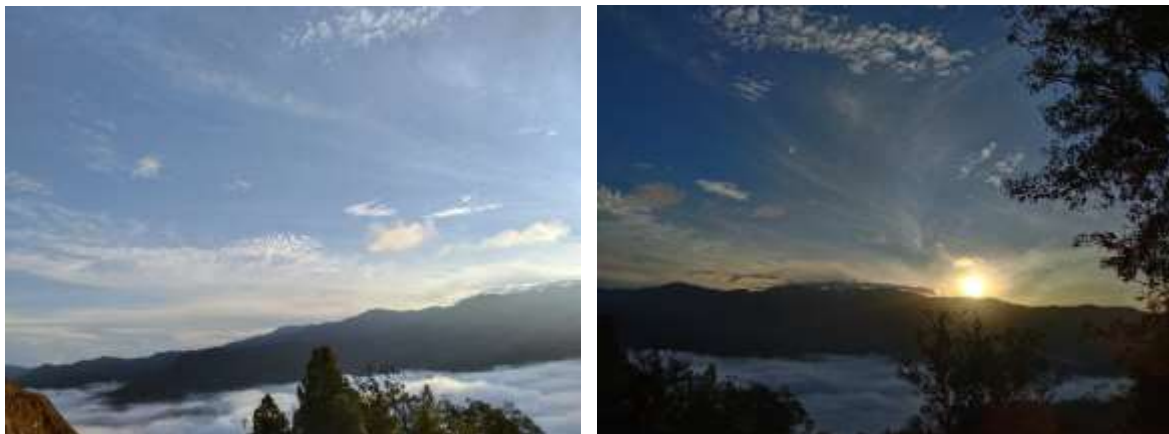


Figure 1. Photo of tourism in Citorek



Figure 2. Mount Keneng



Figure 3. Strawberry Farmfield

## Conclusion

The KKM Activities (Student Work Lecture) at Sultan Ageng Tirtayasa University had been held on July 16 – August 18, 2021, and will be conducted by long distance activities (online) due to the COVID-19 pandemic and students are required to be creative in using existing technology.

In making their own vlog video, our group analyzed all the potentials and needs in the 3 tours (mountain sublime, mount keneng and strawberry garden) all of this was done to find out the next steps in order to increase the attractiveness of tourists to come to tourist attractions in Wewengkon Adat Kesepuhan Citorek.

The purpose of making this vlog video is to introduce and attract tourists to visit and joy the tours at the Kesepuhan Citorek Customary Wewengkon after Covid. We using YouTube as a media tourism promotion as the only one media could attract and affect the tourist. KKM group 4 choose a vlog video to introduce tourism in the Kesepuhan Citorek Customary Wewengkon because Youtube and Instagram are easily accessible by anyone.

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