

The Role of Stakeholders in The Perhutani Puncak Area Bogor District, West Java

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Abstract

Part of the North Tugu tourist village consists of forests, mountains, bays, waterfalls, and plantations which are in conservation areas. The village has various problems related to tourism management. Some of the obstacles experienced by the organizers were the existence of several policies that conflicted both practically and constitutionally. This research aims to map tourist interest regarding management involving several stakeholders, such as Perhutani, Forest Village Community Institutions, Tugu Utara Tourism Village, Village-Owned Enterprises, PT Sumber Sari Bumi Pakuan (SSBP). The method used was descriptive qualitative, by conducting interviews with 7 (seven) informants, observation, and document study. The analysis tool used is NVivo R1-7. The results of the analysis show that the management of the North Tugu Tourism Village is at the involvement stage towards the development stage. This research resulted in the identification of the roles of stakeholders, based on management collaboration, it appears that Forestry and Tourism Villages play a significant role as managers who are directly involved technically. The stakeholder collaboration aims to preserve the natural sustainability of the North Tugu Tourism Village and improve the welfare of the community in the forest area.

Keywords: collaboration; management; tourist village; stakeholder.

INTRODUCTION

Background

This research focuses on tourism management in forestry areas. There are several stakeholders who play an important role in managing natural tourism, namely, Perhutani, LMDH, tourist villages and PT Ciliwung. When all policy stakeholders are

running, there are several policy conflicts that must be straightened out, starting from the top level to the bottom level, who function as implementers in the field, so that everything can run simultaneously and there are no policy conflicts. The most visited tourist destinations are Telaga Saat, Mount Kencana, Mount Luhur, and Curug Batu Gede Cisuren. The development of

these tourist destinations has not been carried out optimally because management is carried out individually and has not been structured. Tugu Utara Village has natural tourism potential which can be developed into special interest tourism while maintaining its natural habitat. Tourist destinations can be developed by paying attention to tourism components. The tourism component consists of four components, namely attractions, accessibility, amenities, and support (Permatasari, 2021).

Tourist attraction located in nature, on average have problems with accessibility. Access conditions to tourist destinations are quite steep and seem to require minimal maintenance. At the entrance gate, there are two posts that function to sell entrance tickets and both are quite confusing for tourists because for one destination, there are two entrance tickets. Many tourists complain about this problem, especially tourists who are going to Mount Luhur and Mount Kencana. These two destinations are difficult to reach because of their location at the foot of the mountain so they depend on access provided by the Perhutani.

Based on the problems and obstacles described above, the author tries to collaborate with stakeholders who play a role by outlining the problems in managing this tourist destination. Management of tourist attractions in the Perhutani area cannot be done alone, but involves several stakeholders who have interests, goals, and influence. Stakeholders are groups or individuals who interact with an organization or have interdependence and individuality or, groups that can influence or be influenced, either positively or negatively, by the actions, decisions, policies, practices, or goals of the organization (Gibson et al., 2000; Hetifah, 2003).

LITERATURE REVIEW

Institutional collaboration based on region, and authority between regional stakeholders (Huang & Confer, 2009).

Using the front country concept (Dawson, 2001), in the tourism opportunity spectrum model (Butler & Waldbrock, 1991). There are six indicators, in front country-based natural tourism management, namely, accessibility factors, visual character, visitor environmental impact factors, management factors, social interaction factors, and visitor management factors. Huang & Confer's (2009) research was carried out in a nature reserve area, and the researchers' research site, namely; Kencana. Researchers used the 4A approach (attractions, accessibility, amenities, ancillary), to look at the role of stakeholders in managing natural tourism in Tugu Utara village, Bogor Regency.

Noviarita et al. (2021) integrated management, with an environment aimed at welfare and social equality of society. Tourist villages not only prioritize making profits, but also maintaining natural conditions, in order to create positive synergy between humans and the natural surroundings. This research uses a qualitative approach, with the concept of a green economy, namely integrated management with the environment aimed at welfare and social equality in society. Tourist villages not only prioritize making profits, but also maintaining natural conditions, in order to create positive synergy between humans and the natural surroundings. The difference between the research by Noviarita et al. (2021) is that the researchers used the concept of the 4A approach (attractions, accessibility, amenities, ancillary), to see the role of stakeholders in managing natural tourism in Tugu Utara village, Bogor Regency. The stakeholders involved are, tourist villages, Perhutani, Village Community Institutions (LMDH), Forest Farmers Groups (KTH), Private Sector. This research produced a collaborative model for managing nature-based tourism in the Perhutani area.

Molla at al. (2021) Explain management collaboration, which involves various parties such as; government, local communities, private parties, and non-

governmental organizations in decision making. The collaborative governance model includes four dimensions, namely, initial conditions, institutional design, facilitative leadership, and collaboration processes. There are internal and external influences in the management of tourist attractions such as; culture, management institutions, geographical location, and quality of Human Resources, which are still lacking, and cultural attractions, which are not packaged well. Research conducted by Molla et al. (2021), has the same topic, namely, management involving several stakeholders, each of whom has different roles and responsibilities. The difference is the research of Molla et al. (2021). Researchers use a stakeholder role approach in managing natural tourism in the Perhutani area.

METHODS

This research uses a critical descriptive qualitative research model, by conducting direct observations, interviews, and documents. The research method was carried out by interviewing tourist village administrators, the head of the Bogor Regency Tourism and Culture Office. Apart from conducting interviews, researchers collected documents. This study uses a descriptive approach, namely a method used to examine the status of a human group, an object, a condition, and a system of thought, as well as events that will occur. This study was carried out in the Tugu Utara Tourism Village which is located on Jalan Raya Puncak Number 779, Tugu Utara Village, Cisarua District, Bogor Regency, West Java. Researchers act as key instruments in collecting data. The key instrument is that researchers actively go

directly into the field (Gunawan, 2013).

Data collected qualitatively, data processing was carried out using the NVIVO R1-7 analysis tool, by laying out the data from interviews, and coding according to the problem formulation. The findings are adjusted to field conditions, theory, and documentation studies. Secondary data in this research was collected from the Tugu Utara tourist village government and the Bogor Regency Government, such as the number of tourist visits, infrastructure and number of hotels, homestays, villas, restaurants, and accommodation in tourist destinations in North Tugu, Bogor Regency.

The research instrument used uses a qualitative approach, namely the researcher himself (human instrument), using equipment, such as notebooks, writing instruments, cameras, recording devices (Ghony & Almanshur, 2012). Other supporting instruments used were digital cameras and smartphones to record images and voices from informants, as well as interview guidelines were used to collect data.

Determining the informants who will be interviewed is carried out using a purposive sampling approach, namely a sampling technique, which is carried out by deliberately appointing people who are considered capable of representing the entire population. According to Nasution (2007) purposive sampling can be carried out by taking selected people, according to the specific characteristics possessed by the informants, so they must be selected carefully and relevant to the research design. In this research, the author involved 17 key informants who directly involved in management.

RESULTS AND DISCUSSIONS



Figure 1. The Role of Stakeholders in the Management of Tourist Villages Under Forestry Control (Source: Research Result, 2024)

Figure above shows the role of stakeholders in the management of tourist villages under forestry control. Forestry as a core role, has a considerable role, aside from landowners, as well as regulators. North Tugu Village has almost the same role as Forestry, but cannot be a regulator. The institutions of the community of the villages and forests, have a fairly large role, but not a single decision-maker. The SSBP has a major role in management, related to access, but cannot be a regulator, because it is related to land status.

The government has a fairly large role, because it involves several core stakeholders, such as KLHK, BBKSDA and Perum Perhutani, as secondary stakeholders or players, involving Sumber Sari Bumi Pakuan and PT. Across Creative Resources from the Private Sector), LMDH, Tourism Villages and KTH. For supporting stakeholders, namely, the tourist village community, academics, and social media. There are several actors who play a role in managing Perhutani land, Tugu Utara

village, Bogor Regency, such as; the Government, namely the Ministry of the Environment, which has a social forest management program with a management period of 35 years. Perhutani, as a company under BUMN, acts as an actor that provides management permits for two (2) years. Village government with the Village Community Empowerment Program to improve community welfare by establishing LMDH and Tourism Villages. The Village and Forest Community Institute (LMDH), acts as a permit manager for investors.

Tourism Village as an investor and operator of technical actors in the field, related to tourism implementation; BUMDes plays a role in providing capital for several artificial tourist attractions; The Academy is tasked with assisting in conducting several studies related to tourism management; Private entrepreneurs who have a role in developing the tourism business; Communities whose role is to develop and manage tourism so that it can provide welfare for the community; and Media which

plays a role in promoting tourist destinations.

CONCLUSION

Tourist village Tugu North, has a tour of nature that is protected by Perhutani. The stakeholders involved are, the tourist village, the Forest Village Community Institution, the Village Owned Enterprise and Forestry. The community is already involved in the management of tourism in the form, providing several tourist support facilities, such as food stores, campsite rental, and specialized vehicles Offroad. Organizations are already involved such as, tourist village, Pokdarwis, Photography community, Taruna Coral Organization, and Disaster Response Organization.

The local government through the Tourism Department is involved, in providing guidance and advice related to, Human Resources Enhancement, UMKM Management, Socialization Conscious Tourism and Homestay Management. Contribute in the form of funds, or can also co-operate in relation to regulation, but still the boundaries of the territory must be clear, because that is based on the authority. For the future, foresters, residents, and villages sit together to undertake excavations of tourism potential and in particular excavation of tourist potential that is in conflict with the laws and borders of the territory.

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