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Abstract

The Setu Babakan tourism area has been designated as a Betawi cultural tourism area by the Provincial Government of DKI Jakarta in 2000. Setu Babakan has three tourism objects culture, nature and agro. It has been established as a cultural heritage for more than 15 years, but the level of tourist visits still low. This research will analyze factors of Community-Based Cultural Tourism Development in the Setu Babakan tourism area, both tourism object factors and community participation include several dimensions, (1) objects, (2) access, (3) facilities, (4) participation, (5) support, (6) benefits, (7) revenue. The study was conducted by distributing 81 questionnaires to surrounding community in the area. The results of the MDS analysis in dimensions of the attractions are in the good category of 80.57. Dimensions of access, infrastructure, community support for tourism development, public attitudes towards tourists are in the good categories of 84.64, 80.39, 81.87, and 75.62. Dimension of community participation and benefits perceived by the community is in the unfavorable category of 44.69% and 46.29. Community involvement needs to be increased so it can increase tourist visits. The sustainability of Setu Babakan as a cultural tourism area is maintained because the existence of it can really be felt by the local community.

Keywords: community; cultural; tourism.

Jel Classification: Z11; Z32.

Introduction

Setu Babakan Betawi cultural tourism area is a cultural tourism area located in the South Jakarta area. Setu Babakan Betawi cultural tourism area (KWBBBSB) is better known as Setu Babakan or Setu Babakan tourist area (KWSB). Setu Babakan was originally a natural tourist destination in the form of a lake or a water park. In 2004 the Setu Babakan area was designated as a Betawi cultural heritage area.

The designation of Setu Babakan as a Betawi cultural preservation aims to maintain and preserve the unique culture of Betawi. Betawi culture is preserved in the form of buildings, dialect languages, dance, music, drama, handicrafts such as batik and food. Setu Babakan as the center of Betawi culture has become a center of learning for various Betawi art and culture.

Setu Babakan is a tourist destination in the form of a Betawi cultural village. Betawi cultural village is a rural area with a natural and cultural environment that is still well preserved. The Setu Babakan area is inhabited by Betawi ethnic groups who have inhabited the area for a long time. The Betawi cultural village offers an atmosphere that reflects the authenticity of the countryside in terms of architecture, buildings, spatial structure as well as social, economic, cultural, daily customs of the Betawi people.

Setu Babakan has become one of the tourism destinations developed in the DKI Jakarta Provincial Government's development program. In accordance with the mandate of Law No. 29 / 2007- Chapter V / Article 26 paragraph 6, which states: "The Provincial Government of DKI Jakarta preserves and develops the culture of the Betawi people and protects the various cultures of other regional communities in the DKI Jakarta Province". Setu Babakan has the potential to be developed because it has elements of tourism such as attractions, access, facilities and services of other tourism needs including tourism institutions.

The assessment of visitors to the elements of Setu Babakan tourism which consists of tourist attractions in the form of attraction and uniqueness, good tourist access and tourist facilities (Widaningsih 2019). Although the assessment of visitors is good, the level of tourists visiting Setu Babakan is low. The number of tourists in Setu Babakan in 2016 is 28260 per month. In 2017, there were 31247 tourists and in 2018 there were 36965 tourists. Despite an increase in the number of tourists, the number is still low, considering that Setu Babakan has been designated as a cultural preservation since 2000.

The development of cultural tourism destinations that play an important role in determining success is an element of tourism and the local community. The community is an important factor in developing the tourist destination of Setu Babakan as a cultural tourism area in the form of a Betawi cultural village. Resources, unique traditions and culture inherent in the community are the main driving elements of tourism activities. Communities that grow and coexist with a tourist attraction become part of an interconnected ecological system. The success of developing a tourist destination depends on the level of support and community acceptance.

The community based tourism (CBT) development model is a model that should be used in the development of the Setu Babakan tourism area. The community-based tourism development model emphasizes community participation in tourism development. CBT places the community as the main actor through community empowerment in various tourism activities, so that the benefits of tourism can be enjoyed by the local community.

Salim Hadiwijaya's research entitled Community-based Maritime Tourism Development was carried out using three variables, namely informative, coordination between agencies and natural resources. Amerta I Made Suniastha's (2017) study entitled Community Based Tourism Development in Karangasem Regency, Bali. This research looks at CBT through tourism development planning and implications for stakeholders. Rizkianto Neno's research (2018), the application of the concept of CBT in the management of sustainable tourism attractiveness is seen from community participation, institutional formation, management of tourist attraction and community business activities. The Setu Babakan Jakarta Indonesia Community-Based Cultural Tourism Development Research was conducted to identify community-based tourism development factors. Factors analyzed were tourism elements namely objects, access, infrastructure, community participation, community support, the benefit of being in harmony with the community and people's attitudes towards tourists.

1. Literature Review

Indonesia has a variety of natural and cultural tourism potentials that have not yet been maximally developed. The growth of the tourism sector needs to be pursued by developing various products that have links with the tourism sector. The development of tourism cannot be separated from efforts to preserve culture by utilizing the full potential of beauty and natural wealth, culture by involving local communities.

Tourism according to Law No. 10 of 2009 concerning Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or learning the uniqueness of tourist attractions that visit in a temporary period. Tourism includes various kinds of tourism activities supported by various facilities and services provided by related parties such as the community, entrepreneur, government and local government. The existence of a unique and attractive tourism potential in an area can be utilized through the development of good tourism.

The development of tourism businesses is supported by Law No. 10 of 2009 which states that the existence of tourist attractions in a region will be very beneficial, it can increase local revenue. Increasing the standard of living of the surrounding community and expanding employment opportunities will increase love for the environment and efforts to preserve nature and local culture.

Setu Babakan as a cultural preservation has a role in maintaining and preserving Betawi culture, such as buildings, dialects, dance, music, and drama. Setu Babakan is also a center for learning various Betawi art and cultural relics which are still preserved. Setu Babakan as a Betawi cultural tourism destination must involve the community in its development.

Cultural tourism is the visit of people from outside the destination that is driven by an interest in historical objects, art, science and lifestyle that are owned by groups, communities, regions or institutions (Silberberg 1995). Cultural tourism according to Kritiningrum (2014) is a tour in which there are aspects / cultural values regarding community customs, religious traditions, and cultural heritage in an area. Cultural tourism is a visit that have aspects of cultural values.

Cultural tourism according to Sunaryo (2013) is a type of tourist attraction object based on the work of human creations, both in the form of cultural heritage and cultural values that are still alive today. Cultural tourism needs to be developed to take care and preserve culture, so it does not disappear along with the development and progress of the era. The development of cultural tourism must involve the local community as cultural actors.

Tourist attractions are anything that has an attractiveness, uniqueness and high value, which is the destination of tourists coming to an area. A tourist attraction that can attract tourists to visit must meet the requirements for the development of tourist destinations. The requirements for developing a tourist destination that is in that place must have a tourist object and attractions, which are different from other places that can be seen and witnessed. There are facilities for shopping, especially souvenir and handicraft items as souvenirs (Yoeti 2008).

Tourist attraction are divided into three types, namely: 1) derived from nature, such as beaches, natural scenery, mountains, forests, and others; 2) cultural products, such as museums, temples and galleries; 3) community daily activities, for example dance, carnival, and others (Wardiyanta 2010). Tourist attraction is a potential that is driving the presence of tourists to a tourist destination.

The Setu Babakan tourism area has cultural tourism attractions in the form of art, architecture, cultural traditions and food. In addition to cultural tourism Setu Babakan also has natural tourist attractions in the form of Lake Setu Babakan and Lake Mangga Bolong. Tourist attractions are an important element in attracting tourist arrivals. Something that can be developed into a tourist attraction is called capital or a source of tourism (tourism resources). According to Suwena (2013), there are three tourist attractions that attract tourists, namely: 1) Natural Resources (natural) such as mountains, lakes, beaches and hills; 2) cultural tourism attractions such as traditional village architecture in the village, archeological sites, arts and crafts, rituals, festivals, daily community life, hospitality, food; and 3) artificial attractions such as sports events, shopping, exhibitions, conferences and others.

Community-based Tourism (CBT) a form of tourism that provides opportunities for local communities to control and be involved in the management and development of tourism. Communities involved directly or indirectly in tourism businesses must gain a benefit. CBT demands community empowerment so that people can actively participate in tourism development.

CBT according to Okazaki (2008) is the development of local community-based tourism, is one of the basic concepts of sustainable tourism development, through involving the participation of local people as decision makers and beneficiaries Community-based tourism (CBT) as the best alternative for developing tourist destinations. CBT was developed based on the principle of balance and harmony between the interests of various tourism stakeholders, namely the government, the private sector and the community (Sofield 2003).

CBT is an approach to tourism development that emphasizes local communities, both those directly involved in the tourism industry or not. CBT provides opportunities in the management and development of tourism that results in political empowerment through a more democratic life, including in the distribution of profits from tourism activities that are more equitable for the community (Felstead 2000). CBT pays attention to aspects of environmental, social and cultural sustainability. CBT is a tool for community development and environmental conservation. CBT is a tool to achieve sustainable tourism development (Timothy 2007).

Local communities have an important role in tourism development so that success depends on the attitude of acceptance and support from the community (Wearing and Donald 2001). Community-based tourism development must involve the local community in the development process, maximizing the value of social and economic benefits and minimizing the socio-cultural impacts of tourism activities.

Ten basic principles of sustainable tourism development that allow for a balanced relationship between tourists and the community in the tourism industry.

- (1) Recognize, support and develop community ownership in the tourism industry;
- (2) Involving community members in starting every aspect;

- (3) Developing community pride;
- (4) Developing community quality of life;
- (5) Ensuring environmental sustainability;
- (6) Maintain unique character and culture in the local area;
- (7) Helps the development of learning about cultural exchange in the community;
- (8) Respect cultural differences and human dignity;
- (9) Distributing benefits equitably to community members;
- (10) Having a role in determining the percentage of income (income distribution) in projects in the community (Timothy 2007).

The main aspects of CBT development are (1) the economic dimension, the existence of funds for community development, the creation of jobs in the tourism sector, the emergence of local people's income from the tourism sector; (2) social dimension, improved quality of life, increased community pride, fair distribution of roles between men and women, young and old generation, building community organization strengthening; (3) Dimensions of culture, encouraging people to respect different cultures, fostering cultural exchange, cultural development is closely embedded in local culture; (4) Environmental dimensions, carrying capacity area, regulating waste disposal, raising awareness of the need for conservation; (5) The political dimension, increasing the participation of local residents, increasing the power of the wider community, guaranteeing rights in natural resource management (Timothy 2007).

The special characteristics of Community Based Tourism according to Hudson are the benefits obtained and the presence of a mentoring planning effort that defends local communities and other groups who have an interest, which gives greater control in the social process to realize prosperity (Sofield 2003). Whereas Murphy emphasizes strategies that focus on identifying community goals and desires and their ability to absorb the benefits of tourism (Murphy 1985). Community-based tourism is one way to create a sustainable tourism industry. CBT relies on the development of socially just communities with community empowerment (Craig 2003).

Community based tourism where the community has authority and determinants in various aspects of tourism development itself (Sugiarti 2009). The community is positioned as a determinant, and community involvement starts from the planning process through to its implementation. The concept of CBT (Community Based Tourism) which is applied to achieve sustainable tourism management can be applied in the form of local community participation, formation of tourism institutions, management of tourist attractions with an insightful environment and the creation of community business activities.

2. Methodology

This research was conducted in the cultural tourism area of Setu Babakan. The population in this study is the population of Setu Babakan tourism area totaling 24233 people. By using the Slovin formula (2010) a sample of 81 people was obtained. Data collection was carried out using accidental sampling techniques, which are distributing questionnaires to residents who live and are found in the cultural tourism area of Setu Babakan. In addition to distributing questionnaires, data collection was carried out through focus group discussions (FGD), interviews with managers and tour operators such as traders and studio members. Data analysis was performed with a multi dimensional scaling analysis (MDS) to see the community's response to the carrying capacity of Setu Babakan Betawi cultural tourism objects and community involvement in the development of Setu Babakan tourism.

3. Research Result

Community response to the development of community-based tourism which includes carrying capacity in the form of tourist attractions, access and infrastructure. Community involvement in the form of participation, support, benefits and attitudes towards tourists. The index value of community responses based on the results of the MDS analysis are categorized into four categories in table 1.

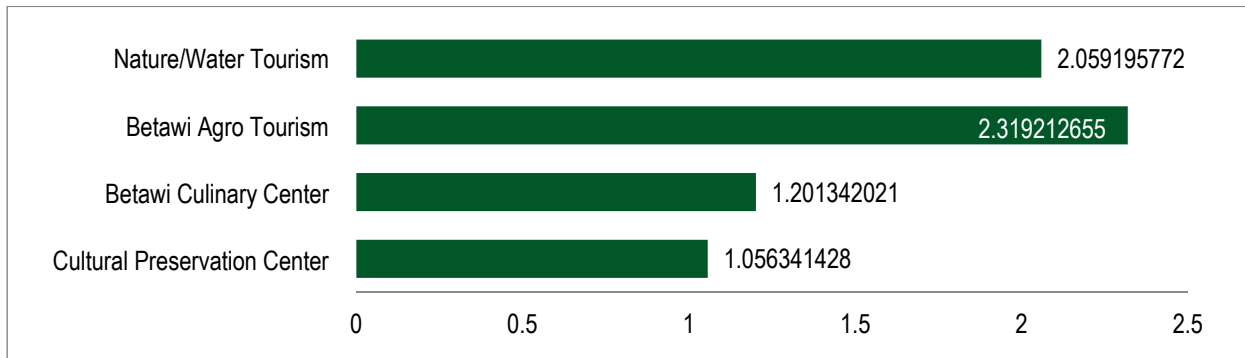
Table 7 - Category Community-based tourism development

Index Value	Category
0.00 – 25.00	Poor
25.01 – 50.00	Less
50.01 – 75.00	Enough
75.01 – 100.00	Good

a) Tourist Attraction

The tourist attraction of Setu Babakan are cultural tourism, nature tourism and agro tourism. As a cultural tourism center Setu Babakan is also a Betawi culinary center. MDS analysis results Index value of responses to attractions included in a good category that is 80.57. The most sensitive indicators that influence this assessment are agro tourism and nature tourism.

Figure 12. Role of Tourism Object Dimension Attributes

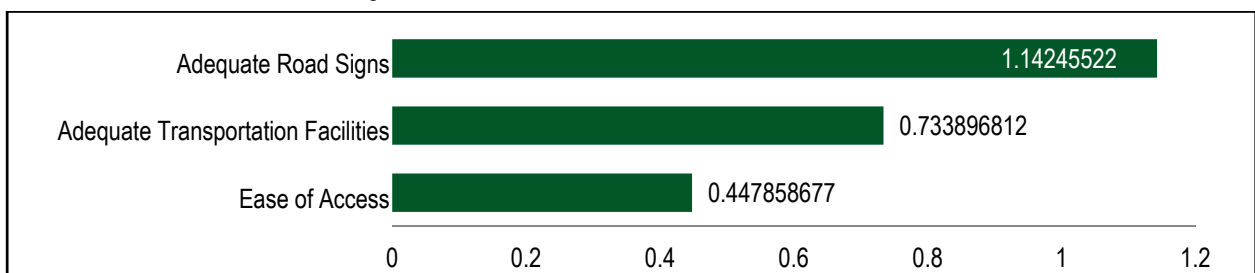


Betawi agro tourism as one of the tourist attractions of the Setu Babakan cultural tourism area is the biggest sensitive factor. The location of agro tourism in the Setu Babakan area is not in the location of the plantation or special area but in the yard of the people's homes. Types of trees and fruit are rarely found such as *kecapi*, *jamblang*, *krendang*, *buni*, *bacang*. Water tourism in the form of lakes is the second sensitive indicator. The lake is not included in cultural tourism, but the lake is one of the factors that attracts tourists to visit the Setu Babakan cultural tourism area (Widaningsih 2019). Lake Setu Babakan is an artificial lake that is used as a tourist spot. Initially the main function of the Lake Setu Babakan was as a water reservoir, but over time the Lake Setu Babakan functioned as a tourist attraction and the area around the lake became a conservation center.

b) Access

The index value of the dimensions of responses to access is in the good category, which is 84.64. The access dimension consists of several attributes, namely ease of access, adequate access and availability of road signs. The most sensitive indicators that influence this assessment are road signs.

Figure 13. The role of the Access Dimension Attribute



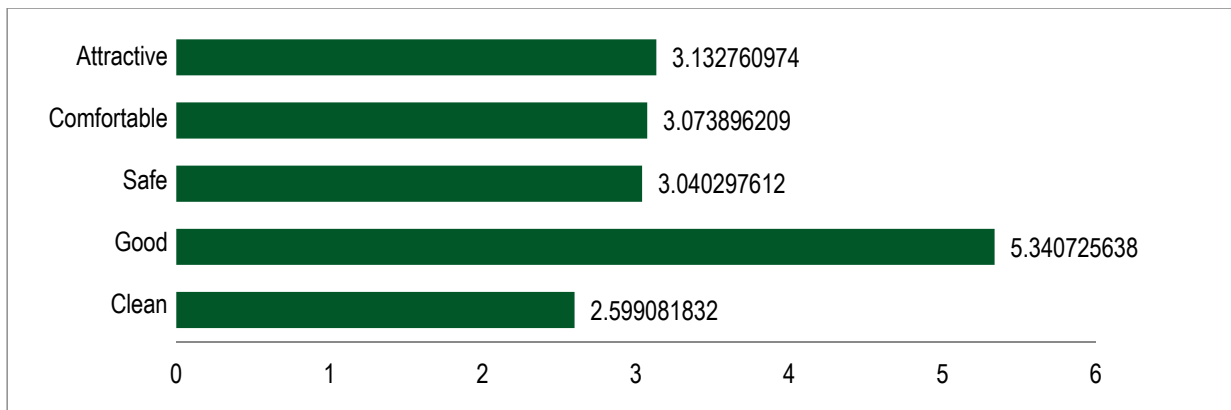
Setu Babakan cultural tourism area is easy to access, it is located in Srengseng Sawah village, Jagakarsa sub-district, South Jakarta. There are various alternative roads that tourists can choose to reach the Setu Babakan cultural tourism area. Access road that can be chosen is the arterial road (Raya Pasar Minggu St.) and to get to the cultural tourism area of Setu Babakan through several collector roads namely Moch. Kahfi I St., Moch. Kahfi II St. and Srengseng Sawah St.. Modes of transportation available by train with the closest stations are the Lenteng Agung railway station and the University of Indonesia and Pancasila railway stations with a distance of 5 km from the Setu Babakan cultural tourism area. Trans Jakarta Bus Blok M - Cempedak and Pasar Minggu Jagakarsa Microbuses and there are still many buses to choose from that pass through Setu Babakan. Finding the cultural tourism area of Setu Babakan is easier with the number of signs on the way to the location.

c) Facilities and Infrastructure

Tourism facilities and infrastructure in the form of parking lots, restaurants, public toilets, trash bins, footpaths, shelters, information centers, places of worship, ATMs and minimarkets. Dimensions of infrastructure with the attributes of cleanliness, good condition, safe, comfortable and attractive. Based on MDS analysis the dimension index value of the physical condition of the facility is included in the good category, which is 80.39. The most

sensitive indicators that influence this assessment are good facilities and the second sensitive indicator is attractive shown in Figure 4.

Figure 14 The Role of the Dimensions of Infrastructure Dimensions

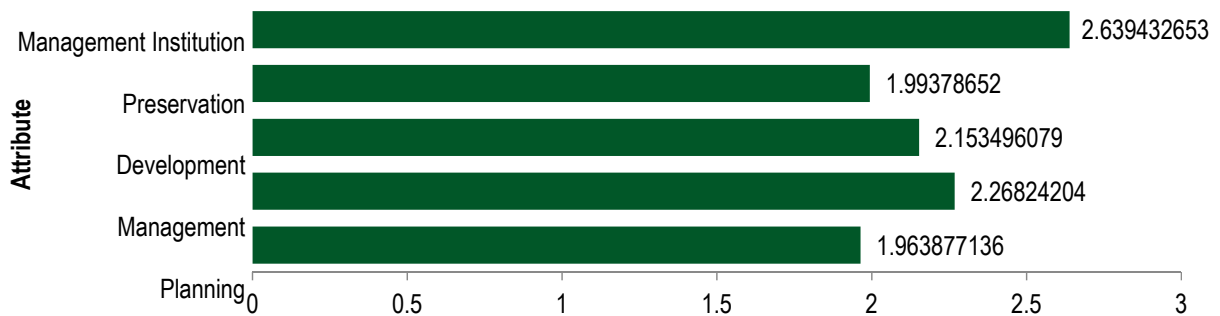


Facilities and infrastructure are factors that are considered by tourists in visiting tourist destinations. Setu Babakan as a tourist area does not have a good parking facilities yet. The number of toilets is inadequate compared to the area, because toilets are only available near the manager's office. Facilities to enjoy Betawi cuisine are ordinary and unappealing, tourists are less comfortable in enjoying Betawi cuisine.

d) Community Participation

Setu Babakan as a center for Betawi cultural preservation, community participation is a major factor in the successful development of the tourist area. dimension of community participation with the attributes of community involvement in institutional, preservation, development, management and planning. Based on the results of the MDS analysis. The index value of the dimension of community participation is still lacking, namely 44.69. The most sensitive indicator is community involvement in KWBSB management institutions shown in Figure 4.

Figure 15 The roles of the Attributes of the Dimensions of Community Participation

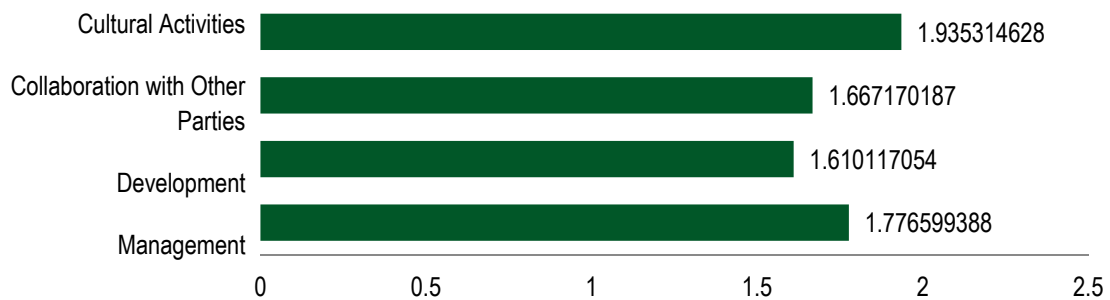


The Setu Babakan tourism area is managed by the Tourism Area Management Unit under the South Jakarta Government Tourism Office under the special regional government of the capital of Jakarta. As a cultural tourism area, the community must have been involved in the development of tourism because the community is a cultural actor. Community involvement in the management institutions becomes very important because the community also determines tourism policy development. In addition to being involved in managing institutions, the community also needs to be given freedom in managing tourism areas in accordance with applicable regulations.

e) Support

Successful development of tourism destinations requires community support. Based on the results of the MDS analysis the index value of the dimensions of community support is in the good category, which is 81.87. The most sensitive indicator that influences this assessment is support in cultural activities is shown in Figure 5.

Figure 16. The roles of the Dimensions of Community Support Dimensions

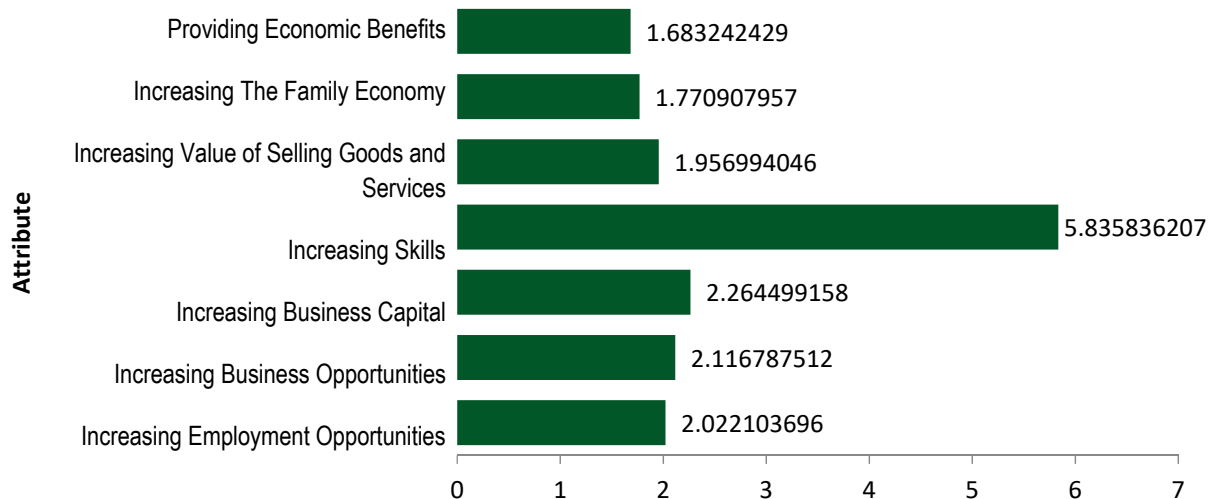


Setu Babakan as a Betawi cultural village, community support is a determinant of tourism sustainability. As a Betawi cultural village, the community is directly involved in tourism activities. Activities carried out by the community in accordance with trades, making souvenirs and handicrafts typical of Betawi, performing arts, workshops and other tourist activities. The Setu Babakan cultural tourism area as a center for Betawi culture preservation is a tourist destination with Betawi culture and tradition. Various Betawi cultures and traditions in the form of art, food, traditional houses, rituals, planting typical Betawi plants on the locals house yard could not be done without community support in implementation and management. Support is also given by the community in managing various activities carried out by the community related to tourism activities.

f) Benefits

The community must gain benefit in the development of community-based tourism. Based on the results of the MDS analysis the index value of the dimensions of the benefits of tourist destinations to the community is included in the less category, namely 46.29. The most sensitive indicators that influence this assessment are improving community skills shown in Figure 6.

Figure 17. The Roles of the Attribute Dimensions of Benefits



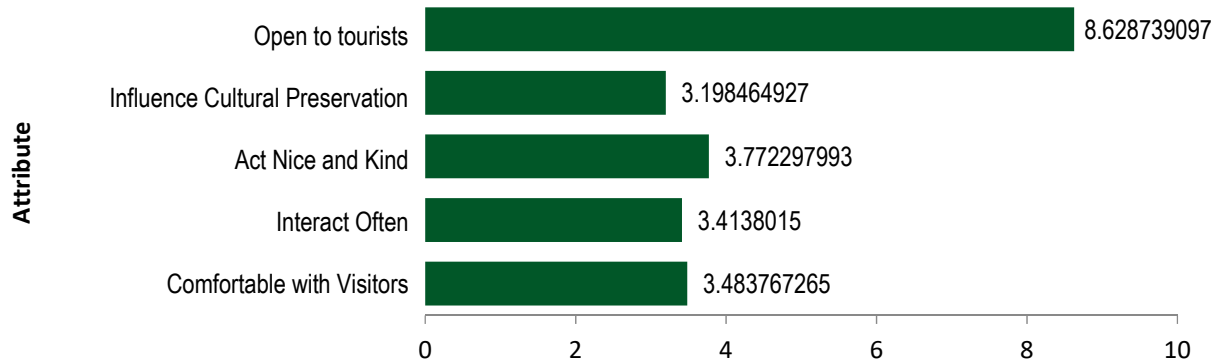
Tourism development must benefit the local community because local community will develop, own and manage tourism facilities and services directly, so that the community can receive direct economic benefits. Increasing the skills of the community becomes very important because it can increase the value of tourist destinations and improve the people's economy. Skill enhancement can be done in various fields such as performing arts workshops, attractive cooking techniques with delicious and interesting presentations on the food, attracting customer techniques, good tour guide techniques, excellent service and so on.

g) Attitudes towards tourists

Local community attitudes towards tourists play a role in maintaining the sustainability of tourism development. MDS analysis results index value dimensions of local community attitudes towards visitors included in good

categories, namely 93.78. the most sensitive indicator that influences this assessment is the number of visitors increases and good attitude towards visitors can be seen in Figure 7.

Figure 18. The Role Attributes of Attitudes Toward Tourist Dimensions

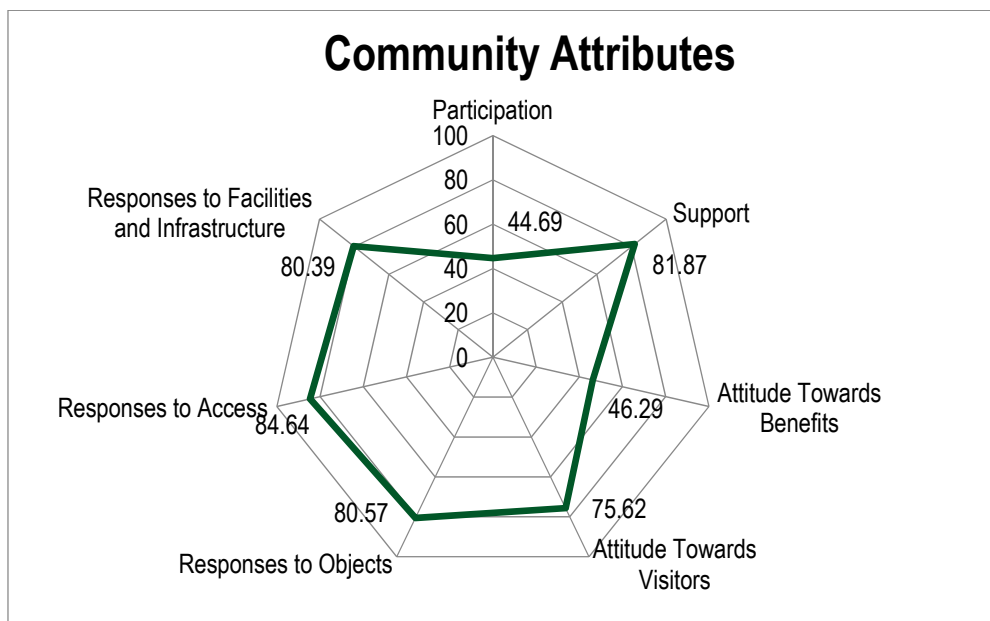


Visitors are the main factor in the sustainability of the tourist destinations. Setu Babakan people are very open to accept tourist visits because people expect an increase in visitors. The community also behaved well towards Setu Babakan tourists. This is in accordance with the characteristics of the Betawi people who are always open, polite and like to stay in touch.

Table 8. MDS analysis results

No	Community Attributes	Sustainability Index	Category	R2
		MDS		
1	Tourist Attraction	80,57	Good	96%
2	Access	84,64	Good	98,60
3	Facilites and Infrastructure	80.39	Good	96,60%
4	Community Participation	44.69	Less	90%
5	Support	81.87	Good	90.21%
6	Benefits	46.29	Less	89.64%
7	Attitudes Toward Tourists	75.62	Good	93.78%

Figure 8. Kite diagram of Community Based Cultural Tourism Development Setu Babakan



The index value of the tourist attraction dimension is included in a good category which means it is very potential in tourism development. Overall, based on the results of an analysis of 7 dimensions of community-based tourism development, the index of community-based tourism development can be seen in Table 2.

The R2 value in table 2 from the MDS analysis results of all dimensions gets a value close to 1 (100%). This shows that the model is good and can represent the problem under study. the analysis of each indicator can be represented in the form of a kite diagram in Figure 8.

Conclusion

Based on the results of the analysis using MDS analysis of community responses to the development of community-based tourism in the tourism area of Setu Babakan including objects, access, facilities and infrastructure, participation, support, benefits of attitudes towards tourists.

The Setu Babakan cultural tourism area, even though it is designated as a center for the preservation of Betawi culture, it cannot be denied that natural tourism remains an inseparable part of Setu Babakan. Setu Babakan as a tourism area that combines natural and cultural tourism. Setu Babakan is easy to access because of the availability of transportation facilities and adequate signposts. Good tourist facilities can be utilized and provide tourist comfort such as mosques, mini markets, ATMs, parking lots, restaurants, toilets, trash bins.

Community participation in tourism development still need to be increase. Community support in the development of good tourism, is a capital in the development of community-based tourism. The community has not felt the benefits of the Setu Babakan tourism object, but the community has a good attitude towards the presence of tourists in the Setu Babakan area.

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