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## **TOURISM VILLAGE DEVELOPMENT DURING THE COVID-19 PANDEMIC CASE STUDY IN TEGALWANGI VILLAGE TOURISM VILLAGE DEVELOPMENT DURING THE COVID-19 PANDEMIC CASE STUDY IN TEGALWANGI VILLAGE**

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**Abstract.** Students of Universitas Muhammadiyah Cirebon must take part in Student Work Lectures (KKM) as a form of their service to the community. One of the tasks of KKM group 23 in Tegalwangi village is to create a podcast incorporating the Ngobras (Informal conversation) program about the tourist village. Chatting, talking, or talking casually is the definition of "ngobras". The theme of Ngobras was "A thriving tourist village in the era of Industrial Revolution 4.0", and the resource person was Mr. H. Nana Mulyana, head of the Cirebon Regency Disbudparpora. The KKM "Ngobras" activity aims to gather

information about what needs to be prepared, considered, and developed by Tegalwangi village as a tourism village. The research location is Tegalwangi Village, Weru Subdistrict, Cirebon Regency, and descriptive methods are used. The results of this Ngobras KKM activity provide some input for Tegal Wangi Village to develop a tourist village, hoping that there will be follow-up by the village government.

**Keywords:** Ngobras, tourist village, Tegalwangi village

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## INTRODUCTION

The coronavirus (COVID-19) outbreak is sweeping society, affecting people's activities. This pandemic is happening in Indonesia and around the world. Many aspects of society, such as health, education, economy, industry, transportation, socio-cultural life, and tourism, can be paralyzed by this pandemic. because this student work activity can contribute to providing knowledge to the community in dealing with situations like this.

Muhammadiyah Cirebon University students must participate in the Student Work Lecture (KKM) as a form of service to the community. Students must actively participate in activities designed to fulfill the chess dharma of Muhammadiyah colleges: education, research, community service, and Muhammadiyah Islamicity. Efforts to improve the community's economy by using the resources or potential available to the community without damaging the ecosystem and natural resources are known as community empowerment. (Hadiwijoyo, 2012), (Demartoto, 2009), (Brohman, 1996); (Nuryanti, 2015).

Until 1904, Tegalwangi village consisted of four villages: Wadas, Asinan, Tegalwangi Timur (also known as Tegalmantra Timur), Tegalwangi Barat (also known as Tegalmantra Barat), and Yarsina, Arsewi, Kanapi and Mukayim. Tegalwangi village was formed from these four villages in 1905. Most of the residents of Tegalwangi Village make a living from small, medium, and large industries, especially rattan handicrafts, with around 2,114 people working there. In addition, there are traders, civil servants, military and police, and 6,172 people working in other sectors.

One of the current trends is community-based tourism. This concept is expected to be in line with the idea of community empowerment to build a resilient and empowered community. Therefore, this community service aims to explore the potential of Tegalwangi Village to become one of the tourist areas that meet the criteria for developing a tourist village. Therefore, the purpose of this community service activity is to find out the opinions of entrepreneurs and practitioners in Tegal Wangi Village and the potential of the development of tourism village.

## METHODS

The location of the KKM activity "Informal conversation (Ngobras)" was implemented in Tegalwangi Village, Weru Sub-district, Cirebon Regency. Data were collected through observation, interviews, and documentation with entrepreneurs, practitioners, and the Head of the Cirebon Regency Culture, Tourism, Youth and Sports Office (DISBUDPARPORA). Data analysis was conducted using the presentation model. This research focuses on improving the community's economy through the development of Tegalwangi Tourism Village, Weru District, Cirebon Regency.

## RESULTS AND DISCUSSION

A general tourist village is a rural area that is worthy of being a tourist destination because of several characteristics. The people in these areas retain their original traditions and culture. In addition, several supporting factors, such as specialty foods, agricultural systems, and social systems, influence a tourist village area. Natural resources and a pristine natural environment are also very important.

A tourist village area must also have various facilities to function as a tourist destination and make it easier for visitors (tourists) to conduct tourist activities. These facilities include transportation, telecommunications, health, and accommodation. Especially for accommodation facilities, tourist villages can provide lodging facilities in the form of lodges (homestays) so that visitors can feel the original rural atmosphere.

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, both from socio-economic life, socio-cultural, customs, and daily life. Tourism villages can also develop various elements of tourism, such as attractions, accommodation, food, drinks, souvenirs, and other tourism needs. (Nuryanti, 1993). Determination of a village as a tourist village must meet the requirements, among others, as follows:

1. Accessibility is good with good transportation and information infrastructure...
2. The village has interesting objects, such as nature, cultural arts, legends, local food, and so on, that could be developed as tourist attractions.
3. There is cooperation between the community and village officials towards the tourism village program and the tourists who come to the village.
4. Security in the village is guaranteed.
5. Adequate accommodation, information, telecommunications (signal), and human resources are available.
6. Cool or cold climate.
7. Connected to other tourism objects already known by the wider community.

The development of tourism villages has multiple benefits in the economic, social, political, and other fields. The numerous benefits of tourism village development are:

1. Economic: improving the national, regional, and local economy.
2. Social: opening up employment and business opportunities for people in the village.
3. Political: International: bridging peace between nations in the world.
4. Education: broaden the villagers' horizons and way of thinking and educate them on how to live clean and healthy lives.
5. Science and technology (science and technology): Improving the science and technology of tourism.
6. Socio-culture: Exploring and developing native arts and cultures that are almost extinct to be preserved.
7. Environment: arousing environmental awareness (Darling), namely, making people aware of the importance of maintaining and preserving the environment for human life now and in the future.

Group 23 carried out KKM in Tegalwangi Village by producing a podcast packaged with the Ngobras (casual chat) event. Chatting, talking, or talking casually is the definition of "ngobras". The theme of Cobras is "Tourism villages that progress in the era of industrial revolution 4.0"; the resource person is Mr. H. Nana Mulyana, head of the Cirebon Regency Disbudparpora.

According to Mr. H. Nana, a resource person, village and village tourism are similar. Village tourism is a tourist activity conducted in the town, while village tourism is the object. Both of these have great potential and are owned by many villages in Indonesia currently developing rapidly and can improve their rural economy. To generate analytical value, developing tourism villages requires support from many parties, including groups concerned with tourism, the Ministry of Tourism (Kemenpar), millennial students, and academics.

This informal conversation work program aims to tell villagers what to do to make their village a tourist village. He also mentioned that 7 (seven) sectors must exist in a tourist village, namely:

1. Homestay
2. Toilets
3. Souvenirs
4. Digital
5. CHSE (Clean, Health, Safety & Environment)
6. Creative Content
7. Attractiveness.

The informal conversation (Ngobras) activity provided a wealth of knowledge about the components of tourism village development and strategies for developing tourism villages in the digital era. According to Mr. H. Nana, there are four pillars to support the development of a tourist village: destination, industry, institutions (which function as tourism drivers), and promotion, which villagers or a dedicated staff section can do to promote the village.

There are several strategies to develop a tourist village in the digital era, including:

1. Assessment and Development of Village Potential, discovering and developing the Village's potential both physically and non-physically to become a variety of Tourism

Village products. Examples: Natural beauty, community culture, specialty foods, community skills, community character, natural resources, etc.

2. Building the Institutional Governance of the Tourism Village Business Community, clarifying the management of the Tourism Village Community or Business Entity. Develop a vision and mission, business strategic plan, structure, etc.

3. Improving the Competence of Human Resources, increasing the ability and expertise of the Village community and Tourist Village Managers through various training programs. Examples are guest service skills training (excellent service), stall management training, organizational management training, etc.

4. Increasing Community Awareness of Tourism can be done through cooperation with the Government or through the formation of POKDARWIS (Tourism Awareness Group).

5. Cooperation with various stakeholders or Pentahelix, cooperation with the government, campus, media, other tourist village communities, and entrepreneurs/businesses.

6. Designing Brand Image and Digital Branding management, forming a special team that manages Tourism Village Branding activities regularly and effectively. Digital Branding management can also be done with the Tourism Office, Consultants or Campus.

In addition to the above strategies, empowering local communities to improve their welfare and economy also plays an active role in developing tourism villages. This means that the local community prepares themselves to receive and serve guests with the town's distinctiveness. With the active participation of the community, the development of a tourist village will happen.

The community's active role is also required to develop a sustainable tourism village and maintain the sustainability of Tegalwangi Village's natural resources. Therefore, a sustainable tourism village development strategy that prioritizes preserving natural resources is essential to maintaining environmental quality after stability. If the quality of the environment improves after becoming a tourist village, the development of Tegalwangi tourist village will be successful in its management and produce many benefits for the community. the community.

## **CONCLUSION**

The results of the context analysis of tourism village development show that the cycle of growth and progression of activities in tourism villages starts with the discovery stage and ends at the engagement stage. After the engagement stage, parties inside and outside the tourist destination village work together to build tourism efforts inside and outside the town, including the village government, non-governmental organizations, and supermarkets. Tourism products or activities usually cover a portion of the village or banjar area, so people who are not involved consider village tourism activities not the activities of all villagers. The tourism village, which works in tourism activities, needs more promotion and cooperation with travel agents or local governments to introduce better tourism villages, specifically related to tourism products in the marketplace.

## **SUGGESTION**

The development of tourist villages is not only done by the village head or community services; it is the community that plays an important role in the development of tourist villages so the target of Tegalwangi tourist village is to advance.

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