

**THE FEASIBILITY OF PUNCAK DAMAR AND
TANJUNG DURIAT ECOTOURISM AS TOURIST
DESTINATION AREAS.
(CASE RESEARCH IN JATIGEDE RESERVOIR
AREA, SUMEDANG REGENCY)**

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ABSTRACT

Jatigede Reservoir area has the potential to be a Tourist Destination Area. This area has two ecotourism areas. They are Puncak Damar and Tanjung Duriat. The area will be used as a Tourism Special Economic Zone (*Kawasan Ekonomi Khusus*). This research purpose is to find out how the feasibility of Puncak Damar and Tanjung Duriat Ecotourism as tourist destinations. The design used is qualitative with a case research approach. The result of the research shows that Puncak Damar and Tanjung Duriat have not fulfilled the principle of ecotourism. Puncak Damar Ecotourism has attractions, (1) the views of Jatigede Reservoir, (2) taking pictures at view deck, (3) camping, (4) offroad. While in Tanjung Duriat, there are (1) the view of the Jatigede Reservoir, (2) taking photos in tree towers, (3) camping, (4) fishing, (5) boating. In terms of accessibility, the road conditions of both ecotourism are damaged and rocky and there is no public transportation. The facilities of the infrastructure in both ecotourism are not yet complete. The obstacles in Puncak Damar Ecotourism are (1) damaged road conditions, (2) no clean water, (3) no food stall that operates, (4) relations between managers. In Tanjung Duriat there obstacles are (1) damaged road conditions, (2) no electricity system, (3) relations between managers. Both of ecotourism areas are still not feasible for tourist destinations. It is because there are still many attractions that cannot support tourism activities at Puncak Damar and Tanjung Duriat Ecotourism objects.

Keywords: Ecotourism, Tourist Destination Area, Jatigede Reservoir.

INTRODUCTION

The Indonesian government is now intensifying the efforts to build a strong economy in various sectors. One of the sectors that can be utilized is the tourism sector. The tourism sector is expected to be able to improve the national and local economy, and encourage business opportunities for the surrounding society in order to recruit labor (Soebagyo, 2012).

In 2017, the tourism sector as the second largest foreign exchange contributor with a value of 190 trillion rupiahs. The beauty of nature and the cultural wealth that Indonesia can be potential in the tourism sector. Natural resources and

their ecosystems, the diversity of flora and fauna and natural phenomena with the beauty of pure views can be the attraction of a tourist attraction.

The shifting of the concept of world tourism to special interest tourism, is known as ecotourism. Ecotourism can be a great opportunity for our country with its extraordinary natural potential. This because of the fact that many tourists tend to visit tourist objects based on the nature and the culture of local people.

According to The International Ecotourism Society, ecotourism is tourism that is responsible for areas based on nature with the aim of preserving the environment, encouraging the welfare of local communities, and involving elements of education for workers and tourists alike (TIES, 2015).

The principle of ecotourism according to Minister of Home Affairs Regulation No. 33 of 2009, namely:

1. Conformity between types and characteristics of ecotourism.
2. Conservation, which is protecting, preserving and sustainably utilizing natural resources used for ecotourism.
3. Economical, namely providing benefits to the local community and driving economic development in the region and ensuring that ecotourism can be sustainable.
4. Education, which contains elements of education to change one's perception in order to have care, responsibility, and commitment to environmental and cultural preservation.
5. Providing satisfaction and experience to visitors.
6. Community participation, namely the participation of the community in the activities of planning, utilizing and controlling ecotourism by respecting the socio-cultural and religious values of the communities around the area.
7. Accommodate local wisdom.

In developing ecotourism, it can be optimized from three key factors, namely internal, external, and structural factors. Internal factors in ecotourism development include the potential contained in tourist sites, tourism managers know how local culture, nature, and knowledge about the environment, local residents who are involved in ecotourism. External factors in ecotourism development namely tourists who come to ecotourism locations contribute to environmental sustainability. Meanwhile, structural factors are related to institutions, regulations regarding ecotourism management. If, there are many obstacles in the management of ecotourism, then the development will run poorly (Suwena and Widyatmaja, 2017).

Sustainable ecotourism development requires a good management system, such as planning, implementation, monitoring, evaluation. The system must relate to the managers involved, namely the government, business people, investors, local communities, and tourists. In its planning, a master plan is needed that contains the future development plan and the responsibilities of each of the managers involved.

The presence of Minister of Home Affairs Regulation No. 33 of 2009 about Guidelines for the Development of Ecotourism in Regency, has encouraged Regional Governments to develop ecotourism which has recently become a trend in tourism activities in Indonesia. Broadly, this regulation explains that ecotourism is the potential of natural resources, the environment, as well as the uniqueness of

nature and culture that can be one of the leading sectors of the region that has not been developed optimally (Hijriati dan Mardiana, 2014).

West Java Province has many tourist attractions that make tourists come visiting, one of those is Sumedang Regency. Sumedang Regency has a total of 24 potential tourist attractions. There is also Jatigede Reservoir, which is the second largest reservoir in Indonesia. Jatigede Reservoir Area is considered as a strategic area for national scale tourism and it is able to generate the economy of society that will be called Tourism Special Economic Zones (*Kawasan Ekonomi Khusus*) (Ispranoto, 2018).

Puncak Damar and Tanjung Duriat are tourist attractions that directly give views of Jatigede Reservoir. Two of these attractions are included in ecotourism because they are based on natural areas that involve local wisdom and managed by *Perhutani* KHP Sumedang. In fact, the number of tourists that visit Puncak Damar and Tanjung Duriat Ecotourism in 2018 decreased from the previous year. The decrease becomes a question of whether the two ecotourism is feasible or not as a tourist destination. Therefore, this research has a purpose of determining the feasibility of Puncak Damar and Tanjung Duriat Ecotourism as tourist destinations.

METHODOLOGY

This research used a qualitative design with a case research method. The informants are chosen by purposive sampling that was able to provide information related to this research, that is *Perhutani* KPH Sumedang, Chairperson of the Forest Village Community Institution (LMDH) Pakualam Village and Pajagan Village, Tanjung Duriat Ecotourism Investor (CV. Campernik), and other related parties (food stalls owner around Puncak Damar and Tanjung Duriat). The researcher also took informants from tourists who visited both ecotourism with accidental sampling, that is sampling technique that done accidentally to whom we met at the field.

The data collection techniques are important things that become a connector between researchers and the research objects and then generate the data. The technique used in this research to collect data are:

1. Observation
2. Further Interviews
3. Documentation Research
4. Triangulation

According to Miles and Huberman (in Satori and Komariah, 2017), the stages of processing and analyzing data in qualitative research, are:

1. Data Reduction
2. Data display
3. Conclusion Drawing / Verification

RESULTS AND DISCUSSION

General Overview of Puncak Damar Ecotourism

Ecotourism in Puncak Damar is located in Pakualam Village in 14 ha forest area, Darmaraja District, Sumedang Regency. Pakualam village is located at 361

meters heights above sea level with the rainfall of 300-1000 mm / year. The village is surrounded by Pajagan Village and Cijantung Village.

The name of Puncak Damar is taken from the name of the famous tomb in Pakualam Village. Puncak Damar Tomb is related to the history of the Sumedang Larang Kingdom. In the beginning, the name of this ecotourism was not agreed by the people because it had not received permission from the elders in Pakualam Village.

Ecotourism is managed by two parties, that is *Perhutani* Forest Management Unit (KPH) Sumedang with the Pakualam Village Society Forest Institution (LMDH) as one of the society empowerment activities around the village area.

General Description of Tanjung Duriat Ecotourism

Tanjung Duriat ecotourism in a forest area of 6.3 ha is located in Pajagan Village, Cisitu District, Sumedang Regency. Pajagan Village is at 411 meters heights above sea level. This ecotourism operates every day from 08.00 WIB to 16.00 WIB. The price of this ecotourism entrance ticket is IDR 10,000 / person.

The meaning of Tanjung Duriat is Tanjung Cinta. This thing is closely related to the location where it placed which is a hill that in the side of Jatigede Reservoir. Then the term Duriat is taken from Sundanese which represents love. But love here is not just describing affection.

Ecotourism is managed by three parties, that is *Perhutani* Forest Management Unit (KPH) Sumedang, together with the Pajagan Village Forest Society Institute (LMDH) and the investors from CV. Campernik Sumedang. These parties have a profit-sharing system that based on the agreement stated in the cooperation agreement of 50% for investors, 40% for *Perhutani*, and 10% for LMDH.

Application of the Ecotourism Principle

(1) Puncak Damar Ecotourism

Advantages :

- There is potential in cultural and historical values around Puncak Damar Ecotourism
- It has a high attraction from the view of the Ecotourism of Puncak Damar which stretches by the water of Jatigede Reservoir.
- The development plans that are based on regulations and do not disturb the main function of the surrounding natural resources.
- The ecotourism is able to provide income for LMDH Pakualam.

Weakness:

- The management of ecotourism is unprofessional.
- Many public facilities cannot be used (food stalls, toilets, prayer room).
- The society is not fully aware of tourism.
- The rental of food stalls that are only provided with 3 x 3 land without building by the developer.
- Evaluation in the implementation of the Cooperation Agreement (PKS) is not yet firm.
- There is no activity for education and environmental conservation.

Opportunities :

- It becomes a source of livelihood for the society around Puncak Damar Ecotourism after the flooding of the Jatigede Reservoir.
- It can improve the quality of human resources around the Puncak Damar Ecotourism.
- It creates a tourism village that supported by local government programs.
- It creates opportunities for new investors to help the development for Puncak Damar Ecotourism.

Threats:

- The management between *Perhutani* KPH Sumedang, LMDH Pakualam and Investor is not yet neat.
- It cannot be an alternative source of livelihood for people around Puncak Damar Ecotourism.
- There is no tripartite cooperation (LMDH Pakualam, Investor and *Perhutani* Sumedang) yet.
- Garbage pollution that cannot be overcome.

(2) Tanjung Duriat Ecotourism

Strengths :

- It has implemented Tripartite cooperation (Pajagan LMDH, *Perhutani* Sumedang and CV Campernik Investor).
- It has the closest location to the Jatigede Reservoir.
- It has two road access to Tanjung Duriat Ecotourism (Tolengas from Majalengka and Warungketan directions from Sumedang).
- It has a operating attractions.
- The security is good because it is guarded by POLRI and security guards at the entrance ticket post.
- It already has a development plan that based on *Perhutani* KPH Sumedang regulations.

Weaknesses:

- There is no electricity system at Tanjung Duriat Ecotourism.
- The road access is inadequate.
- The management of Pajagan LMDH is not optimal in helping the development of Tanjung Duriat Ecotourism.
- There are no educational and nature conservation activities in Tanjung Duriat Ecotourism.

Opportunity:

- Kuda Renggong art becomes the attraction of Tanjung Duriat Ecotourism.
- It becomes a tourist village programmed by the local government.
- It becomes one of the ecotourism around Jatigede Reservoir which is most visited by tourists.

Threats :

- The society refused the installation of electricity poles around the Tanjung Duriat Ecotourism.
- The shift in culture around the culture from outside that brought by the tourists.
- Garbage pollution that cannot be controlled.

Tourist Attraction

(1) Attractions

Table 1. Types of Attractions in Puncak Damar and Tanjung Duriat

Ecotourism	Attraction	
	Objects that can be seen	Activities that can be done
Puncak Damar	1) The view of Reservoir Jatigede with hill in the middle	1) Taking photo on <i>view deck</i> 2) Camping 3) Motorbike <i>Offroad</i>
Tanjung Duriat	1) Jatigede Reservoir 2) The reservoir view from Northwest of Jatigede Reservoir	1) Taking photo at the <i>signboard</i> Tanjung ♥ Duriat 2) Taking photo and enjoy the view from tree tower 3) Camping 4) Boating 5) Fishing

(2) Accessibility

Table 2. Accessibility of Puncak Damar and Tanjung Duriat

Ecotourism	Accessibility
Puncak Damar	1) 23 km or ± 1 hour from Sumedang City 2) The rocky roads when entering the Pakualam Village 3) No public transportation 4) Cannot be passed by a big bus
Tanjung Duriat	1) 26 km or ± 1,5 hours from Sumedang City 2) 32 km or ± 2 hours from Majalengka Regency 3) The rocky roads when entering Jatigede Reservoir 4) No public transportation 5) Cannot be passed by big bus

(3) Amenities

Table 3. The Amenities of Puncak Damar and Tanjung Duriat

Ecotourism	Facilities	Total	Description
Puncak Damar	– Infrastructure		
	1) Electric System		Good enough
	2) Communication System		
	– Facilities		
	1) <i>Viewdeck</i>	1 unit	No guard
	2) <i>Camping Ground</i>		Not maintained

	3) Parking Area		Wide
	4) Toilet	10 units	No clean water
	5) Food Stall	2 units	Not operated
	6) Office	1 unit	More like a place where tourists relax
	7) Mosque	1 unit	There is no prayer tool
	– Infrastructure		
	1) Clear Water		Good enough
	2) Communication System		
	– Facilities		
	1) Tree House	1 unit	There are guards
	2) <i>Signboard</i>	1 unit	
	3) <i>Camping Ground</i>		Not maintained
	4) Parking Area		Wide
	5) Toilet	5 units	Water in 3 units
	6) Food Stall	14 units	4 units are operated
	7) <i>Gazebo</i>	11 units	Maintained
	8) Office	1 unit	Not maintained
	9) Mosque	1 unit	There is no prayer tool
Tanjung Duriat			

Obstacles in Puncak Damar Ecotourism

The obstacles found in Puncak Damar Ecotourism are:

(1) Poor road conditions to Puncak Damar Ecotourism Tourist Location

The road is one of the factors that determine the decision of tourists to visit Puncak Damar Ecotourism. The condition of the road to the location of ecotourism is not in the condition of able to be passed by all types of vehicles. Some roads are made of concrete and some are not. The tourists who come to visit, are complaining about the road conditions that have not been good. This is a main factor in the constraints of tourists visiting the Puncak Damar. The Pakualam Village also felt that it is not their right to fix the road because it is not in the village area anymore.

(2) Unavailability of Clear Water

Clean water is also an important factor for tourists, especially for toilet needs. Tourists must go to the mosque in the village office to use the toilet. The distance between the Puncak Damar and the Pakualam Village Office is also not close, you need vehicle to get there.

The unavailability of clean water is because the water pump is damaged. Starting in October, the water pump in Puncak Damar has been damaged. The lacking concern of the LMDH to the availability of clean water made the tourists less interested in coming back to Puncak Damar.

(3) The Absence of Food Stalls

Tourists who have come all the way and feel hungry, but none of the food stalls operate. It is also a complaint of tourists who visit. This food stall is no longer operating because the rental costs are not comparable to the tourists who come.

(4) Inter-Management Relations

Coordination between *Perhutani* Sumedang, LMDH Pakualam and Investors inside LMDH Pakualam as Chairperson of the Tourism Forest Farm. However, the relationship between the three parties does not work optimally. For example, the division of labor in the field should be included from all three parties, but as in the entry place for ticket purchasing, there are only members of *Perhutani* Sumedang. LMDH Pakualam members are only seen sometimes in the entry ticket purchase, while none of the investors maintain the entry ticket purchase.

The attractions planned in the cooperation agreement has not been realized in the field. It caused the lack of interest of tourists to come back to Puncak Damar Ecotourism. The lack of attraction causes a decrease in the number of tourists visiting. This lack of attraction in the Puncak Damar Ecotourism is affected by funds that are not yet optimal from the Investor. Then, from the *Perhutani* KPH Sumedang and LMDH Pakualam, they did not evaluate the fund's problems that were not yet optimal. It makes the Puncak Damar Ecotourism operating with the minimum appeal.

Obstacles in Tanjung Duriat Ecotourism

(1) The bad condition of road to Tanjung Duriat Ecotourism

All tourists who came complained about the road that was still rocky and the road that had covered with soil. During the rainy season, the wet dirt roads become damaged and caused holes. The appearance of puddles causes the road conditions are muddy. After the rain, the mud turns into a hole.

(2) There is no electricity system

The electricity system is the main obstacle in this ecotourism. To develop the attraction in Tanjung Duriat, especially attractions, the electricity system is needed. Currently, the manager uses a power generator engine. However, the generator used is often damaged so it needs to be serviced. This causes other expenses.

At the beginning of last December, the manager built a view deck which the target to be able to be used by tourists at the new year eve to 2019. However, the development could not reach the target because it was prevented by the lack of electricity system in this ecotourism.

In fact, *Perhutani* also asked permission from the *Balai Besar Wilayah Sungai* (BBWS) of Jatigede Reservoir to install electricity poles and the BBWS has allowed them. But until now, there is no more clarification about the electricity management in Tanjung Duriat Ecotourism.

(3) Relationships between Managers

Tanjung Duriat ecotourism is managed by three parties, that are *Perhutani* KPH Sumedang, LMDH Pajagan, and Investor CV. Campernik. Work plan, profit sharing system, and master plan, are stated in the cooperation agreement. However, investors feel that they work only on their own, especially when in the field. This caused Tanjung Duriat to still lack of labor in the implementation at the location. Thus, the procuring attraction is still not maximum.

Feasibility of Puncak Damar Ecotourism

There are several attractions in Puncak Damar Ecotourism that are seen in terms of attractions, accessibility, and existing facilities. The attraction is also a criterion for a tourist to be said to be a Tourist Destination Area.

Table 4. Feasibility of Puncak Damar Ecotourism

Feasibility Criteria	Explanation
Attraction	
Objects that can be seen	There are already objects that can be seen by tourists.
Activities that can be done	There are activities that can be carried out by tourists, but are still minimal.
Accessibility	
Road Conditions	Rocky and damage.
The distance from the city	23 km or 1 hour.
Public transportation	Unavailable
Amenities	
Information Centre	Unavailable
Integrated Health Post	Unavailable
Security Post	Unavailable
Information boards	Unavailable
Inspection officer	Available
Prayer room	Available
Toilet	Available
Food stalls	Do not operate
Souvenir shop	Unavailable
Communication network	Available
Electric network	Available
Nearest Bank/ATM	Unavailable
Lodging	Unavailable
Dustbin	Minimal
Education Facility	Unavailable
Sports Facility	Unavailable
Parking Area	Available

Table 4 shows that in terms of attractions, accessibility, and amenities at the Damar Peak there are still many that have not yet been fulfilled to become a Tourist Destination Area. The management, especially Pakualam LMDH and the investors in it are expected to be even more vigorous in improving the quality and quantity of attraction offered to visiting tourists.

Feasibility of Tanjung Duriat Ecotourism

Table 5. Feasibility of Tanjung Duriat Ecotourism

Feasibility Criteria	Explanation
Attraction	
Objects that can be seen	There are already objects that can be seen by tourists.
Activities that can be done	There are activities that can be carried out by tourists, but are still minimal.

Accessibility	
Road Conditions	Rocky and damage.
The distance from the city	26 km or 1,5 hour.
Public transportation	Unavailable
Amenities	
Information Centre	Unavailable
Integrated Health Post	Unavailable
Security Post	Available
Information boards	Minim
Inspection officer	Available
Prayer room	Available
Toilet	Available
Food stalls	Available
Souvenir shop	Unavailable
Communication network	Available
Electric network	Unavailable
Nearest Bank/ATM	Unavailable
Lodging	Unavailable
Dustbin	Minim
Education Facility	Unavailable
Sports Facility	Unavailable
Parking Area	Available

Table 5 shows that in terms of attractions, accessibility, and amenities that exist in Tanjung Duriat Ecotourism there are still many that have not been fulfilled to become a Tourist Destination Area. When compared with Puncak Damar Ecotourism, Tanjung Duriat Ecotourism has advantages in terms of amenities and attractions. The management is Perhutani KPH Sumedang and investors from CV. Campernik is expected to be even more intense in improving the quality and quantity of attraction offered to visiting tourists.

CONCLUSION

1. Application of the principle of ecotourism in these two objects is not perfect. There are still many shortages in its application such as the absence of the principle of education.
2. Constraints in the Damar Peak Ecotourism are poor road conditions to ecotourism locations, the unavailability of clean water, the absence of food stalls, and the relationship between managers. Meanwhile, the constraints that exist in Tanjung Duriat Ecotourism are the poor road conditions to the location of ecotourism, the unavailability of electricity networks, and the relationship between managers.
3. Ecotourism of Puncak Damar and Tanjung Duriat cannot be said to be feasible to be a tourist destination because of the incomplete attractions, accessibility, and facilities available at ecotourism locations.

SUGGESTION

Based on the conclusions, suggestions that can be given for the development of Puncak Damar and Tanjung Duriat Ecotourism are:

1. It is necessary to add tourist attractions on both ecotourism so that tourist tourists attract tourists to visit ecotourism again.
2. Accessibility to the two attractions also needs improvement. Road conditions need to be asphalt or concrete so tourists can easily access ecotourism locations.
3. Add quantity and improve the quality of existing facilities and carry out periodic maintenance. The facilities that need to be given special attention at the Puncak Damar Ecotourism are clean water facilities. Whereas, in Tanjung Duriat Ecotourism that needs special attention, namely the electricity network.

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