



Development of Cultural Tourism Village the Concept Community Based Tourism (CBT) in Sanca Village

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Abstrak Tujuan Penelitian ini untuk mengkaji implementasi CBT di Desa Wisata Desa Adat Banceuy Kabupaten Subang. **Latar Belakang:** Masyarakat Desa Banceuy seringkali mengadakan ritual atau upacara tertentu yang dapat dilakukan secara perseorangan, berkelompok, berdasarkan garis keturunan tertentu, atau secara umum. Dalam hal ini terdapat permasalahan pokok yaitu Bagaimana implementasi CBT di Desa Wisata Banceuy dapat dilakukan oleh warga? **Desain/metodologi/pendekatan:** Penelitian ini menggunakan strategi penelitian deskriptif. Penelitian deskriptif merupakan penelitian yang berupaya menggambarkan fenomena-fenomena yang terjadi secara realistis, konkrit, dan kekinian. Populasi dalam penelitian ini adalah seluruh masyarakat Desa Wisata Desa Adat Banceuy. Dengan teknik pengambilan sampel menggunakan total sampling. **Temuan/Hasil :** Melaksanakan pembentukan KMPelita Desa Sanca dan peningkatan kapasitas anggota KMPelita Desa Sanca melalui pelatihan promosi wisata budaya yang ada, pelatihan pelestarian hutan adat sebagai salah satu potensi wisata alam, launching desa ekowisata Desa Sanca melalui KMPelita Desa Sanca, Penanaman Tanaman Obat Keluarga dan Penyelenggaraan Festival Budaya Desa Adat Banceuy. **Kesimpulan :** Penerapan CBT di Desa Wisata Banceuy memberikan dampak yang signifikan dan dapat dilaksanakan oleh masyarakat setempat

Kata Kunci: Implementasi CBT, Desa Wisata, Banceuy

Abstract Purpose: This research aims to examine the implementation of CBT in the Banceuy Traditional Village Tourism Village, Subang Regency. **Background:** The Banceuy Village community often holds certain rituals or ceremonies which can be carried out individually, in groups, based on certain lineages, or in general. In this case there is a main problem, namely How can the implementation of CBT in the Banceuy Tourism Village be carried out by residents? **Design/methodology/approach:** The research used a descriptive research strategy. Descriptive research is research that attempts to describe phenomena that occur in a realistic, concrete and contemporary manner. The population in this research is the entire community of the Banceuy Traditional Village Tourism Village. With a sampling technique using total sampling. **Findings/Results:** Implementing the formation of KMPelita Desa Sanca and increasing the capacity of KMPelita Desa Sanca members through training in promoting existing cultural tourism, training in preserving customary forests as one of the natural tourism potentials, launching the ecotourism village of Desa Sanca through KMPelita Desa Sanca, planting family medicinal plants and Organizing the Banceuy Traditional Village Cultural Festival. **Conclusion:** The implementation of CBT in the Banceuy Tourism Village has a significant impact and can be implemented by the local community

Keywords: CBT Implementation, Tourism Village, Banceuy

I. INTRODUCTION

Banceuy Village is located in Sanca Village, Ciater District, Subang Regency, West Java. Banceuy Village began to be known as a traditional village around 1999 and the 2000s. At that time, many people came to Banceuy Village, both students and the general public from various regions who wanted to know and learn what was in the village (Wahyu, Faridha, Artika, Karunia, & Jamroni, 2023). Banceuy Village, which is still strong in terms of culture and local wisdom, along with its people who still adhere to the habits inherited from their ancestors, ultimately made the village known as a traditional village (Gautama et al., 2020). If you look at its history, Banceuy Village was originally known as Negla Village. However, in the 1800s there was a tornado that devastated the village (Sumadi & Rudi, 2021). After that, seven families living in Negla Village held a deliberation or in Sundanese called

ngabanceuy, and also brought in a figure who could be said to be a paranormal to help them find solutions in the future (Afif, 2020).

Then, the solution given by the paranormal was to change the name, namely that what was originally called Kampung Negla was changed to Kampung Banceuy (from the word ngabanceuy) which is still used today (Nurhabibah, 2021). Apart from that, there are other conditions that must be fulfilled by the people living in the village, namely that every year Ruwatan Bumi must be carried out which aims to ward off evil and as a form of gratitude.

Banceuy Village has cultural values that are still very well preserved today. The people in Banceuy Village always adhere to the customs inherited from their ancestors (Nurhabibah, 2021). The people of Banceuy Village often hold certain rituals or ceremonies which can

be carried out individually, by groups, by certain lineages, or in general (Hadayani, 2022).

Ruwatan Bumi, Hajat Mulud, Hajat Wawar or Environmental Hajat, Hajat Solokan (water channel), and Ngabangsar are just a few of the diverse customs that exist in Banceuy Village (Affah, 2017). Every traditional ceremony held in Banceuy Village will be led by elders in the village and/or after asking permission or receiving advice first from the elders in Banceuy Village itself (Azizah, 2024). Everything that will be used in traditional ceremonies held in Banceuy Village, whether in the form of basic materials, equipment used, and others must be in accordance with what has been determined or recommended by the ancestors and elders in the village. In this case, there is a main problem, namely How can the implementation of CBT in the Banceuy Tourism Village be implemented by local residents?

The analysis of the problem formulation is as follows: What is the potential in the Banceuy Tourism Village? And how can the implementation of CBT in Banceuy Tourism Village be implemented by local residents?

Then the solution to the problem offered is (1) Recognizing, supporting and promoting community ownership in tourism, (2) Involving community members in every stage of tourism development in various aspects such as in the culinary, cultural, economic and tourism fields, (3) Promoting various customs which are the pride of the Banceuy traditional village so that they become selling points through digital technology such as social media, (4) Improving the quality of people's lives, especially in the economic sector by optimizing existing natural resources (SDA), (5) Protecting the unique characteristics (uniqueness) and local community culture by highlighting the authenticity of the community, especially in the fields of arts and customs, (6) Developing cross-cultural learning by attracting tourists through existing media promotions,

(7) Respecting cultural differences and human dignity (8) Distributing profits and benefits obtained professionally from members of the community in an effort to improve the community's economy, (9) Contributing a certain percentage of the income earned to community development projects to ensure the survival of the community.

A role is part of the main task that must be carried out. Role is the behavior expected from a person or agency who occupies a certain position in a social group (Harahap, 2020). According to J Cohen, a role is a behavior that is expected by other people from someone who occupies a certain status. The role referred to in the research on the Banceuy Traditional Village Cultural Tourism Village is the role of the cultural tourism village manager or members of the cultural tourism village (Huraerah, Nurwulan, & Voo, 2023).

A tourist village is a rural area that can be utilized based on the capabilities of the elements that have the attributes of an integrated tourism product (Kurniawan, Fitriani, & Sosial, 2021), where the village offers an overall atmosphere that has a theme that reflects the authenticity of the village, both in terms of social, cultural, economic and customary life. customs which have unique architectural characteristics and village layouts become a series of tourism activities (Arifudin & Nusantara, 2020).

Culture is also commonly referred to as cultural, namely values that consider culture as social life with

history and symbolic activities that have meaning, history, sociology and traditions in past centuries (Ayowembun, Suryono Herlambang, 2021).

From the explanation above, the researcher concluded that the role of a Cultural Tourism Village is an action carried out by managers in rural areas that have historical tourism product attributes and past traditions (Alif, Rizki, & Yogyakarta, 2021).

Economic empowerment of the Banceuy traditional village community, in this case the word empowerment in the linguistic sense comes from the basic word "daya" which has the affix "penger" as the prefix and suffix "an" which in the Big Indonesian Dictionary means: ability, strength, effort to do business (Anhar, Rusdi, 2021).

Empowerment conceptually is developing strength or increasing ability (power), potential, human resources so that they are able to defend themselves. Through the mentoring process, the community can learn to recognize weaknesses and develop their abilities to overcome the various problems they face (Subang, Riswandi, Rochman, Planning & Engineering, 2023). If community awareness grows, a strong will will also grow to make changes in order to improve the quality of their lives through joint actions between the community. An empowered and aware society will ultimately be able to improve its quality of life. Improving people's quality of life must be achieved by them themselves (Hijrawadi, 2022).

Economic comes from the words oikos and nomos. Oikos means household and nomos means to organize, so the economy in question is managing a household which aims to fulfill life's needs through three main activities, namely production, distribution and consumption.

Society is a group of human groups who have an order of life, norms and customs that are equally adhered to in their environment. So what is meant by community here is a group of human groups in the Banceuy Traditional Village (Safitri & Kurniansyah, 2021).

Understanding the Banceuy Traditional Village (interview) From the explanation above, the researcher made the conclusion that what is meant by the role of the Cultural Tourism Village in Community Economic Empowerment in the Banceuy Traditional Village is an action carried out by the managers who drive the cultural tourism village of the Banceuy Traditional Village with the aim of a group of people in a village located in Ciater District, Subang Regency, West Java Province can manage household needs so as to improve economic welfare (Sulistiyanto, 2022).

This can be recognized by experts as a principle that can guarantee the success of tourism, thus a number of experts are trying to translate this principle into a more applicable framework (Heryawan, 2021).

First, CBT is very dependent on nature conservation, besides that the community and tourists have the same interests, namely the economic and aesthetic value provided by the environment. Therefore, the development of CBT will be an appropriate medium for communities to conserve the environment which is an attraction for tourists (Utami, 2022).

Second, creating job opportunities in the tourism sector. If managed well, tourism can provide economic benefits, namely by increasing the income of local people through business profits and employment opportunities, alleviating poverty, restoring economic conditions and improving infrastructure. The use of local workers also has

other advantages (Asy, Afriza, & Silalahi, 2023), namely psychological effects for the community in the form of pride as owners of local tourism resources, and also as a tool to reduce potential social jealousy (Nawastuti & Lewoema, 2020).

Third, community participation in positioning the community as an active participant in tourism development (Triana & Atthahara, 2021).

Fourth, based on the principles of education (education)/human resources. In this case, tourism can improve the quality of local human resources through training and education programs, supporting the activities of local organizations in terms of increasing capacity, building networks and their involvement in tourism development in their regions (Fernando. A. R., 2023). Local communities must be able and able to form self-help organizations to facilitate the provision of homestays and other facilities (Ardianti. Y., 2020).

Indicators of the success of this program are the discovery of potential natural resources, arts and culture, human resources and economic activities that can be collaborated to support the development of tourist villages (Juliar et al., 2024).

There is a joint agreement with community leaders to develop tourism villages based on superior potential. Development of tourist villages can include the development of physical facilities, facilities, equipment, attractiveness, comfort, and so on according to visitor needs (Natika, 2023).

The existence of a tourist village management institution that has a complete management and measurable work plan, Increasing the capacity of tourism management human resources through various trainings held, Launching a tourist village with branding according to superior potential, Increasing the number of visitors and community income, Village support for program sustainability (Zid, Hardi, Septama, & Jakarta, 2022);

The research carried out certainly has objectives to be achieved, so in accordance with the title and problem formulation explained above, this research has the following objectives: (1) Analyzing the Potential in the Banceuy Traditional Village Tourism Village, (2) Examining the implementation of CBT in the Kampung Tourism Village Banceuy Customs of Subang Regency.

II. RESEARCH METHOD

Research methods are basically scientific ways to obtain data with specific purposes and uses. The meaning of the scientific method is that research activities rely on scientific characteristics, namely rational, systematic and empirical.

In this research, researchers used a descriptive research strategy (Ridwan, Ulum, Muhammad, & Indragiri, 2021). According to Rukajat, (2018) Descriptive research is research that attempts to describe phenomena that occur realistically, real and contemporary, because this research consists of making systematic, factual and precise descriptions, drawings or paintings regarding the facts, characteristics and relationships between the phenomena being studied (Masunah, Nugraheni, & Sunaryo, 2012).

According to Sugiyono (2022), descriptive research is collecting data to test hypotheses or answer questions about the current status of research subjects, which is a factual research method about the status of a group of

people, an object, a situation, a system of thought or current events. with the correct interpretation (Sari, Rachman, Astuti, Afgani, & Abdullah, 2023).

The population in this study was the entire community of the Banceuy Traditional Village Tourism Village. The sampling technique uses total sampling, where the entire research population is used as the research sample.

Table 2.1.
Forms of Community Participation in every Tourism Village Development According to CBT

No.	Tahap Partisipasi	Indikator
1	Perencanaan	a. Survey Lapangan
		b. Penyusunan Rencana
		c. Penyusunan Anggaran dan Sumber Anggaran
		d. Perencanaan SDM
2	Pengelolaan	a. Perkiraan SDM
		b. Koor. pemasaran
		c. Promosi
3	Evaluasi	a. Penilaian Dan Pengembangan
		b. Pelaporan



Figure 2.1
Community-Based Tourism Development

Table 2.2.
Schedule of activities

Tahapan Kegiatan	Bulan ke-					
	1	2	3	4	5	6
Perencanaan	✓					
Pengelolaan		✓	✓	✓	✓	
Evaluasi						✓

III. RESULTS AND DISCUSSION

Because this research uses a descriptive method, which according to Rukajat, (2018) Descriptive research is research that attempts to describe phenomena that occur realistically, real and contemporary, because this research consists of making descriptions, drawings or paintings in a systematic, factual and precise manner. regarding the facts, characteristics and relationships between the phenomena studied.

Activity Results:

1. Carry out the formation of the Sanca Village KMPelita and increase the capacity of Sanca Village KMPelita members through training to promote existing cultural tourism, training to preserve customary forests as one of the natural tourism potentials.
2. Launching the Sanca village ecotourism village through KMPelita Sanca Village
3. Planting family medicinal plants
Apart from the cultural sector, the Banceuy Traditional Village also has a conservation forest which has been planted with more than 1000 plants of different types and uses. For this reason, planting family medicinal plants is done so that the people of the Banceuy traditional village come to use them to treat diseases such as stomach ulcers, flu, fever, high blood pressure and so on. Each plant is identified and given information about its use and how to use it to make it easier for people to use it. Around 500 family medicinal plants have become part of the Banceuy Traditional Village conservation forest.
4. Implementation of the Banceuy Traditional Village Cultural Festival. Not all the people of Subang Regency know about the tourism potential of the Banceuy Traditional Village, so to introduce these tourism potentials, a Cultural Festival was initiated which was held for 2 days and 1 night. Participants in the Festival are students from FKIP University of Subang consisting of 3 study programs, namely: English Language Education study program, Mathematics Education study program and Health and Recreation Physical Education study program. The students' enthusiasm for watching the festival was very large, where during the festival many students came to see the various products on display, where the students' enthusiasm meant indirectly socializing the various tourism potentials of the Banceuy Traditional Village as preparation for the Banceuy Traditional Village developed as a Tourist Village. In the exhibition, apart from displaying various local tourism products from the Banceuy traditional village, various local arts, crafts and special foods from the Banceuy traditional village were also displayed. The products on display can also be marketed because many of the students' arrival immediately made transactions at the exhibition. Students hope that similar exhibitions can be held regularly in the Banceuy traditional village, Sanca village. The Banceuy Traditional Village also responded positively to the students' wishes and will routinely hold similar exhibitions every year, of course with a better and more creative format and appearance.
5. Achievement of success indicators:
 - a. The discovery of cultural potential in Sanca village which can be collaborated to support the development of ecotourism villages
 - b. There is a joint agreement with community leaders to develop an ecotourism village

- c. The existence of the KMPelita Sanca Village institution as a tourist village manager which has a complete management and measurable work plan
- d. Increasing the human resources capacity of KMPelita Sanca Village for tourism management through various training and mentoring held
- e. Launching of a tourist village with the branding of the Banceuy Village Cultural Festival
- f. Increase in the number of visitors and community income
- g. Increasing the competency of students implementing PPK Ormawa in community assistance

Traveling is generally done when someone is free from work that must be done, for example during leave or holidays. Tourism is something that is only done temporarily. Those who travel will definitely want to return to their original environment (Sari, Saniati, 2021). In this regard, there is such a thing as a tourist village. Is the integration of attractions, accommodation and supporting facilities presented in a community life structure that is united in a tradition (Riani, 2021).

A tourist village is a rural area that offers an authentic village atmosphere, both in terms of economics, socio-culture, customs, daily life and building architecture. Just like other tourist attractions, tourist villages have the potential to be developed, both in terms of attractions, accommodation, food and drink, and other needs (Mulyati et al., 2023).

Tourist villages have a lot of potential that can be developed. But it would be good if these potentials could be of benefit to tourist villages and local residents (Putra & Ariana, 2021). In this case, there are several potentials that have not been developed properly, so researchers can analyze what potentials have not yet been developed and what are already developed for the tourist village and local residents.

Tourism village development is one type of tourism development that can introduce the potential of a village (Saepudin. E., Budino. A., 2022). In this case, village development must know in detail the characteristics, strengths and weaknesses of the village, so that the development of the tourist village can be in accordance with the attractions that will be sold. In this case, local residents can participate in the development of tourist villages, so that they can be used as subjects in village development (Istiyanti., 2020).

Community Based Tourism (CBT) is a concept where the empowerment of a destination utilizes local residents in its development (Yanti. K., 2021). In simple terms, CBT can be interpreted as sustainable tourism managed by, from and for the community which aims to improve the welfare and quality of life of local residents and maintain cultural preservation, including in the planning, management and input stages in developing a tourist destination (Fifiyanti, Taufiq, & Ermawati, 2023).

Three tourism activities that support the CBT concept are adventure travel, cultural tourism and ecotourism (Amilia, Prasetya, & Suryadharma, 2020). The implementation of CBT in the Banceuy Traditional Village Tourism Village is quite good, but what kind of implementation is carried out by the local residents, especially in terms of exploring the potential of the Banceuy Traditional Village tourist village and its implementation to the residents (Romizal, Malihah, 2023), so this research wants to know how big is the

implementation of CBT in terms of tourism potential and implementation to the surrounding population? This means that community participation is a mandatory requirement in implementing Community Based Tourism (CBT) in a Tourism Village with the aim of providing benefits to local residents. It is known that one of the objectives of tourism/tourism village development is to improve community welfare (Law No.10 of 2009).

Tourist villages have a lot of potential that can be developed. But it would be good if these potentials could be of benefit to tourist villages and local residents (Sinaga, Rusmana, Syifa, Artania, & Rizkia, 2022). In this case, there are several potentials that have not been developed properly, so researchers can analyze what potentials have not yet been developed and what have been developed for the tourist village and local residents.

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IV. CONCLUSION

The development of a Cultural Tourism Village using the Community Based Tourism (CBT) concept in Sanca Village has had a significant impact on local residents in developing a tourist village.

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