

Kampung Cukur Bojonggede As A Storytelling-Based Tourism Village Model

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Abstract

Bojonggede is prepared to become a tourist village with the icon of Kampung Cukur. This proposal is based on the phenomenon of many people working as barbers. Barber became the main actor in the dissemination of tourist attraction information. They need to be empowered when it comes to storytelling competence. Guiding technique training are delivered by AKPINDO lecturers and students through mentoring programs in community service projects. The mentoring program begins with activities to record the potential of tourism in Bojonggede village. The data was collected through field survey methods, FGD, interviews of community leaders, and hearings to the village, sub-district, and Bogor district heads. The study of Betawi cultural literature is used to reinforce the results of the description. The results of the study were able to inventory that Bojonggede can be developed as a tourism village based on culture, history, authentic natural environment, and community achievements in micro-entrepreneurs who can enrich tourism potential. Furthermore, counseling techniques guide the concept of Storytelling. So that the skills of the community, especially barbers can be developed. Storytelling training can build the trust and professionalism of the local community as a tourism business.

Keywords: *Kampung Cukur; Rural Tourism; Bojonggede; Storytelling*

Introduction

Tourism development is expected to increase community participation and empowerment. The purpose of tourism development through community empowerment can be realized if the development is not only economic development, but also social and cultural developments as well. In 2014 the government under Jokowi's leadership has established nine agendas (Nawacita) as a priority of the path of change towards a politically sovereign Indonesia, as well as independence in the economic field and personality in culture.

The role of rural tourism for the economic empowerment of the people and has a very broad multiple impacts. The opening of employment, a source of income for families, increasing the variety of work, increasing knowledge in the field of tourism business management, the establishment of social interaction between citizens, and the participation of women and old age groups (Wahyunita, Mita., 2014).

Business management of tourist attractions involving the local community as a tourist activity is known as a rural tourism. The national and international tourism industry is increasingly focusing on the activities of rural tourism that are included in the development of ecotourism. Conditions in Indonesia, rural tourism have spread throughout the district/city with their unique nature and culture.

Marketing of tourist destinations is a branding activity of the tourist destination itself. Branding is not just an activity related to naming, logo, or slogan only. The process of imaging or building the good name of the tourist village carried out by the community as a business actor is the best effort. Local people know their potential and excellence better. Internal factors, namely on one's awareness, are very influential in marketing success. The community certainly will not give false hope, of course, it will be followed by revamping the environment to match the promotion. (Figure 1)

Special strategy introducing all attractions in Bojonggede can be done with the concept of storytelling. It requires storytelling training for the community. People will have the ability to guide tourists who visit, accompanied by soft-selling, not talking directly about tourist products, but rather how the tourist products are processed, ranging from historical background, attraction, and so on from

tourist attractions, this process can build tourism branding in Bojonggede. This has not been fully realized by various parties. Even in the neighborhood of tourism actors. Awareness of the importance of new fairy tales is emerging among tour guides. Though there have been many results of discussions and research that alludes that the ability of storytelling in tourism can not be underestimated.

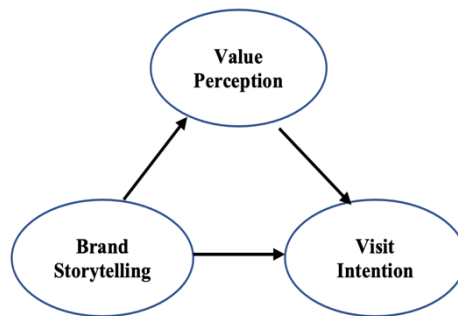


Fig 1. Influence of Brand Storytelling on Value Perceptions, and Visit Intention (Wahyunita, Mita., 2014)

Fairy tales can be a "flavoring spice" for the tourist attractions presented, also be a differentiator while making the uniqueness of a tourism destination more prominent. It feels bland if tourists follow a tour package visiting to Bojonggede without being accompanied by a fairy tale. Material delivered by tour guides is usually based on only one source, while if delivered by the public directly will be more trusted let alone delivered proactively while interactive.

To strengthen the understanding and skills of tourism-based storytelling, tourist activists in Bojonggede need to have storytelling training. Storytelling will make a tourist attraction become more interesting and make tourists curious. However, storytelling that is too long will saturate tourists. Storytelling is quite short but deep. The issues that can be formulated are how the storytelling training can build knowledge, and the willingness of the community to promote tourist attractions in Bojonggede.

Literature Review

Concept of Tourist Village

Rural tourism has two concepts, namely village tourism and tourist villages. Rural tourism is a tourist activity that only emphasizes tourist activities in tourist destinations in the village with tourist activities that are not focused on community activities in it. A tourist village is a rural area that offers a whole atmosphere that reflects the authenticity of the countryside, whether from socio-economic life, socio-cultural, customs, architecture of buildings and distinctive spatial structures, or unique and interesting economic activities and potentially develop various components of tourism such as attractions, accommodation, food-beverage, and other tourist needs. The two concepts are seen to be different, namely in terms of the experience of interacting directly with the community and resources in the village (Azni & Alfitri, 2020).

The criteria of a tourist village consists of eight aspects: nature, physical environment, culture, ease of infrastructure, human resources, institutions, attitudes and rules of community life, and accessibility. The eight aspects have several different criteria, according to the level of urgency of each aspect (Arida & Pujani, 2017).

Tourism activities in tourist villages should be based on rural resources, which accommodate all potential villages to support tourism activities. There are at least ten potential assets and villages for this purpose, namely human resources, agricultural commodities, natural resources, institutions, social assets, spiritual culture, finance, physical infrastructure, information resources, and networks (Deputi Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata Republik Indonesia, 2019). The main factors to consider in the development of tourist villages are (1) Tourist attractions; which includes nature, culture, and human creation; (2) Mileage; from tourist areas, provincial capitals, and distances from district capitals; (3) The size of the village; regarding the number of houses, population, characteristics, and area of the village; (4) Trust and community systems; religion is the majority and the existing system of society. (5) Availability of infrastructure; transportation, electricity, clean water,

drainage, telephone, and so on. These criteria become a reference for information in determining a village will become a transit village, travel all day, or stay overnight.

Concept of Mentoring

Each village has the potential as a tourist village because it has a peculiarity and attraction that can be used as a tourist destination. Rural communities consist of residents who interact with each other and have care and awareness to play a role according to skills and abilities. Empowerment is conducive to the growth and development of tourism to realize *Sapta Pesona*, through tourism and utilizing it for the welfare of the people in the region. The development of rural tourism requires the participation of all parties concerned because each other is connected in a social order in their environment, to meet sustainable criteria (Eviana & Arevin, 2020).

Assistance in the development of local institutional capacities needs to be done participatory, explore together needs and formulate handling priorities in the process of 'learning together (Arida & Pujani, 2017) Indeed, the most aware of the problem is the local actors, namely the community and the local government itself, not agents of change that come from outside and have their interests. The learning process includes individuals and institutions that Ki Hajar Dewantoro called Triple-A (Asih, Asah, and Asuh) in the learning process will lead to enlightenment and strengthening or empowerment (Wahyunita, 2014). A strong institution consists of the perpetrators who are also enlightened in learning and working. Institutional management that continues to build enlightenment and empowerment will provide performance improvements in the development of ecotourism (Arida & Pujani, 2017).

The Concept of Storytelling

Storytelling is an art that depicts actual events and in the form of fiction and can be conveyed using images or sounds. These skills about storytelling have advantages among others: (1) help introduce to the process and purpose of writing, (2) consider the creative expression of ideas and feelings, (3) increase the opportunity to build social skills, and (4) consider working with ideas and experiences (Bakti et al., 2018). Storytelling is an important part in the development of tourist attractions, with this storytelling, the existence of rural tourism can affect tourists so that tourists will return to visit (Deputi Bidang Pengembangan Industri dan Kelembagaan Kementerian Pariwisata Republik Indonesia, 2019).

One way of marketing delivery that can be used to create emotions that arise when consuming a brand is storytelling or brand storytelling. Storytelling is a promotional tool used by making consumers' feelings, senses, thoughts, and actions work. Humans believe more in the power of stories in narrative form than in observing brands, therefore compelling stories will make consumers spread certain brands by word of mouth. In addition, storytelling marketing is one of the marketing strategies that has been widely recognized across disciplines including marketing (Anita & Lestari, 2020).

Storytelling is a medium of communication in the form of stories or narratives, which use various elements. Storytelling is used to connect brands and corporate philosophies, in creating products as well as describing production activities. Storytelling has four elements as follows: (a) Message, includes the selection of segments to be targeted, and the story reflects a good brand for; (b) Characters, including the character's ability to bring to life conflicts that occur, and the character's ability to convey the message built; (c) The plot, including the precision of the timings to convey the company's brand story, beginning with the opening and introductory story of conflict, the character's ability and conflict to build a climax, and how much the story impacts the brand's performance (Anita & Lestari, 2020).

The use of storytelling will be able to help improve verbal intelligence for members of tour-conscious groups (Pokdarwis). Characteristics of verbal intelligence are: (1) Able to hear and respond; (2) Imitate sound, language, reading, and writing; (3) Learn through listening, reading, writing, and speaking effectively using his language; (4) Demonstrate an interest in journalism; and (5) Create new forms of language. (Bakti et al., 2018)

Based on the results of research on the influence of brand storytelling on value perceptions and its impact on visit intentions that: (1) Brand storytelling has a significant effect on value perceptions variables; (2) Value perceptions have a significant effect on the visit intention variable; and (3) Brand storytelling has a significant effect on the purchase decision variable. (Anita & Lestari, 2020)

Methodology

The location survey aims to inventory the tourism potential owned, then mapped according to the type of tourism. Forum group discussion (FGD) to identify potential characteristics of social, cultural, natural, and environmental resources and develop training strategies and mentoring models. FGD participants are the tourist conscious group (Pokdarwis), village companion, MSME, PKK, Karang Taruna, village government staff, Ciliwung community, homestay owner, Bojonggede Hair Trimmer Communication Forum (FKPRB), and Bojonggede community leaders.

Interviews of community leaders were conducted to confirm the history and sites of Islamic heritage, culture, and community mores. While the hearing process to the village head, subdistrict head, and head of Bogor regency tourism office to get support for the proposal of Kampung Cukur as a Bojonggede tourist village.

Mentoring methods include (1) technical guidance; (2) training activities using extension methods; (3) monitoring and evaluation. Competency improvement covers the field of (1) culinary about production and presentation; (2) homestay management; (3) FTO (friendly tour operator); and (4) digital marketing.

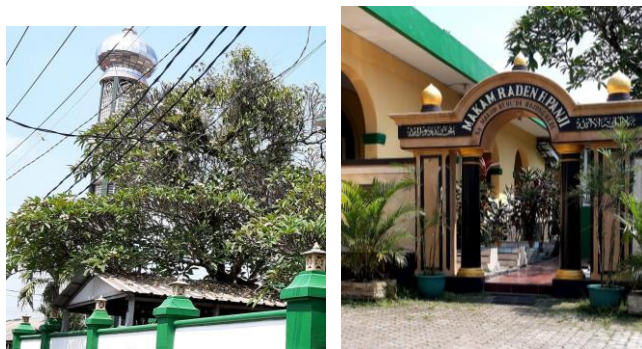
The activity took place from August to October 2020, taking place at Bojonggede subdistrict office and Bumiwiyata hotel for Bimtek and Bojonggede village activities for training, and mentoring. The mentoring process involves lecturers and students (hospitality study programs and tourist businesses).

Results and Discussion

Tourist Attractions

Based on the results of a survey, FGD, and interviews with stakeholders, Bojonggede Bogor Regency has a viable potential to be developed into a tourist village. The criteria of rural tourism can be met including a tourist attraction, mileage, village size, belief system and community, and infrastructure availability. The types of tourist attractions that have been collected are:

1. Kampung Masjid. The existence of An-Nur Mosque which was established in 1814 by R. Panji who is known as one of the central figures in the spread of Islam in the Bojonggede and Bogor areas is also potential management of religious tourism and pilgrimage because there is the tomb of the founder located in the courtyard of the side of the mosque.



**Fig 2. An Nur Mosque (1814) and The Tomb of Raden Panji
(Source: Personal)**

2. Kampung Ciliwung. The location along the Ciliwung River can be developed into Ciliwung tourism so that it can maintain the cleanliness of the river and its environment. Coincidentally not far from the banks of the river Ciliwung there are two accommodation business facilities, namely Villa Ciliwung and Villa Kecapi. Both villas use the concept of homestays with several less than 10 rooms rented, and some become the residence of the owner/manager.



Fig 3. Natural Activities of the Ciliwung River
(Source: Personal)



Fig 4. Villa Kecapi and Villa Ciliwung
(Source: Personal)

3. Kampung Gedong. Some evidence of historical relics in Bojonggede Village is a site related to the spread of Islam such as The Handle of Batu Golok, Batu Tapak, and The Tomb of the Antique Queen. Old buildings that became the home of nobles in Dutch times and Hero Monument is in Kampung Gedong around the Siaga Square also enriches the Bojonggede area as a historical tourist attraction.



Fig 6. Gagung Batu Golok Site, Monumen Pahlawan and Taman Siaga
(Source: Personal)

4. Kampung Budaya. Bojonggede has Padepokan Silat Cakra Niskala which is a container of Pencak Silat. The existence of this padepokan provides opportunities for the development of cultural tourism. Tourists who come can be offered to learn the art of Pencak Silat or just watch the attractions. Hadrah art can be preserved by the people of Bojonggede, there is a sanggar of Hadrah art whose players are teenagers, had won in West Java Province in 2017. Sanggar Angklung Palansari with angklung players from Griya Yasa Lestari Elderly community.



Fig 7. Cultural Activities of Bojonggede village Community
(Source: Bojonggede Government)

5. Kampung Dodol. Bojonggede has been famous for producing the best Dodol Betawi confectionery since 1970. Classic Dodol entrepreneurs (kampung) still survive with the originality of the recipe. The modern Dodol touch is in B'Dol products, which stands for Brownies Dodol. The owner innovated by modifying Brownies Cake with Dodol filling in his product. This creative product side by side with Dodol flavors Durian, Chocolate, Jackfruit, and other fruits have been able to penetrate foreign markets.



Fig 8. Manufacturing Activities and Products of Dodol Betawi Asli Bojonggede Village
(Source: Bojonggede Community)

6. Kampung Kreatif. Traditional culinary tours typical of the people of Jakarta and Bogor can be found and enjoyed, displayed on the roadside Kampung Kreatif in the form of stalls or carts. Culinary snacks among Soto Betawi, Soto Mie Bogor, Laksa, Toge Goreng, Kerak Telor, Bir Pletok, Es Cincu, Es Cendol, Es Teler and so on. Completing culinary tours there are also souvenirs and all handcrafted trinkets that are members of the MSME group.



Fig. 9. Fried Toge Culinary and Creative Kampung Teraso Products
(Source: Personal)

7. Kampung Cukur. The barber profession is a source of hereditary livelihood for the indigenous people of Bojonggede Village. They became barbers in several salons and large barbershops. Those who are already professionals are no longer employees, but rather become barber calls (personal) for important officials and celebrities. To fill the void they opened a shaving house that occupied part of his private house, or a separate building and contracted. There are four

types of shaving businesses, namely barbershops, and salons. Some of his shaving establishments are close together even sticking to each other. But they still get along well because they have the principle of having their subscription.



**Fig. 10. Bojonggede Community Shaving Profession
(Source: Personal)**

Storytelling Themed Kampung Cukur

Storytelling is a unique differentiation that can only be found in Bojonggede. Tourist destinations can be presented through fairy tales, both in the form of myths and legends, to become one of the important components. Tour guides while accompanying tourists, need fairy tales to present interesting material. Here are the steps in storytelling that need to be mastered by a barber or person trying to become a tour guide in Bojonggede:

1. Immerse the listener in a story, build an audience's emotional connection with the topic presented. For example stories about Bojonggede as a fertile area for agricultural land and plantations. In the past, there were freight trains used as a mode of transportation to transport fruits from Bojonggede. Now it is only a memory because the land has been turned into housing and rent for immigrants from Jakarta. This is because of the existence of Bojonggede Station, it is easy to get a fast and cheap mode of transportation that is commuter line.
2. Personal experience is story material that is easy to use in emotional build-up between the listener and those who tell the story. Next comes the feeling of sympathy from the listener to the bearer of the story. For example, stories about the success of barbers in the face of challenges to achieve success. As experienced by Abdul Latif who became the personal barber of the Vice President of Indonesia, Yusuf Kala, until now.
3. Seasoning the story with tension or a mystery, the listener will retain his attention and wonder curiously: "What will happen next?" The legend of the Bojonggede community that can be a mystery is that the first mosque in the Bogor area is the Mosque founded by Raden Panji. Islamic Shiar in the Bogor region was continued by his wife, Queen Antik, while Raden Panji continued Islamic to the Garut region. Then is there a relationship between the Barber from Bojonggede village and Garut? Then who first chose the profession, the Bojonggede people or the Garut people?
4. Use the climactic story. First tell a story or experience, and give klimas as the final conclusion of the story. Secondly use the reverse flow, tell the current condition then tell the origin of the incident. All three plots are predictable, but then make the story different from the listener's guess. Examples of Bojonggede story is a producer of quality bamboo, sent to Jakarta, the need to build people's homes as a material for handing domestic appliances. Bamboo is arranged and tied into rafts, then washed through the Ciliwung river, connecting Bogor and Jakarta. Stop by Depok, Lenteng Agung, Pasar Minggu, Kalibata, to Manggarai. So in the stopover area there is a Bamboo sales center originating from Bojonggede.
5. Make a story that listeners will always remember. Present facts or do things that can surprise the listener. Suppose the story of Commander Sudirman during guerrilla warfare, on the way to Bojonggede, as evidence of the existence of the Hero Monument.
6. Make the character come to life, a story that causes the listener to laugh or cry. A success story if created a character known for its uniqueness. A clear picture of the character will remain embedded in the listener's mind. The living legend in Bojonggede is Pak Azis as the first

presidential hair trimmer of the Republic of Indonesia. He referenced that barbershop is not a mediocre profession. Furthermore many people learned to become barbers to him and bequeathed his skills to the people of Bojonggede.

7. Convey an implied message accompanied by dialogue so that it is more interesting. An example of a story about Kampung Masjid, because there stands an old mosque relic of Raden Panji Natakusumah a descendant of the Islamic Kingdom of Banten. An-Nur Mosque better known as Raden Panji Mosque is the first mosque standing in the Bogor area. Bojonggede was once the center of Muslim civilization. That is the reason for the number of boarding schools established in Bojonggede Bogor.
8. End the story with a kind, positive, and inspiring message. There are two options for ending a story: a sad ending and a happy ending. People are more happy with stories that end in happiness. But actually it doesn't matter if the story ends with sadness, because the most important thing is the positive message that is the conclusion of the story. Wrap the message in short but impactful sentences or memorable phrases. The story developed by Bojonggede has a history as the center of Islamic shirk in Bogor, and became the choice of residence of Muslim nobles from Banten and Cirebon because the area is cool and the land is fertile. Bojonggede is currently transformed into a 'taste' village of the city. Being a densely populated residential area, there is a change in social culture as a cottage industrial commercial area. The emergence of Dodol entrepreneurs who have successfully penetrated into foreign countries. Small businessmen in the culinary field, souvenirs, furniture and ters, cosmetics and confections. Those who successfully work as barbers began to establish a barber house entrepreneur as a provision for their old age, because there are times when they can not serve shaving calls in Jakarta.



**Gambar 11. Storytelling Training Activities in Bojonggede Village
(Source: Personal)**

Conclusion

People want to tell the advantages of tourism potential in their village, but do not be confident to tell others. Storytelling can answer the curiosity of tourists who come to a tourist village. Storytelling training can awaken members of the public to learn a language, both oral and formally written without leaving local wisdom. The concept of storytelling is easy to adopt because it is in accordance with the character of society that is spontaneous in speaking but more directed. There is a paradigm shift in bojonggede society that the barber profession can be designated as a tourist attraction that complements other tourism potential. The public can also understand that storytelling is the delivery of tourist attraction information, a series of tourist attraction stories, and tools to promote tourist attractions in their villages. Business awareness of community members awakens, that guiding techniques with the concept of storytelling become a unique tourist attraction. Travelers will remember the uniqueness of Kampung Cukur which is friendly to interact with the family.

Implications of the Study

Storytelling will be able to be formulated after participants can complete tour packages by accommodating the potential that rural tourism have. Paket wisata becomes the capital to be able to tell tourist attractions. To make it easy, arranging and packing tour packages starts simply with a duration of half a day or one day using a good format and language. Furthermore, it is improved to arrange a more complete stay tour package as well as in English. Especially tour packages stay, participants still

need assistance to make a more complex itinerary and calculate the selling price of more competitive tour packages.

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