

Development Of Photo Spot at Madasari Beach Masawah Village Cimerak Sub-District

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ABSTRACT

Every community needs self-awareness in building the development of a tourist village (Madasari Hamlet) in Masawah Village, Cimerak District. Collecting data about problems in this hamlet through interviews, observation, and documentation.

Keywords: tourism , beach madrasah , development

INTRODUCTION

Society is a collection of people who have independence together for a long period of time and also inhabit a certain area or area. Where in that region has a culture that is not different in that group (Paul B. Horton). As we know, humans are social creatures who cannot live alone. Everyone living in this perfect world needs help from others. This attitude of interdependence with one another then results in humans living in groups and in society.

as We Understand that humans are social creatures who cannot possibly live alone. Everyone living in this world needs help from other people. This interdependent behavior with one another then makes humans live in groups and in society.

A tourist village is defined as a rural area that has the potential for uniqueness and special tourist attraction, both in the form of the physical characteristics of the natural environment as well as the socio-cultural life of the community. A tourist village must be able to integrate attractions, accommodation and supporting facilities that are packaged in the structure of community life that is united with the prevailing traditions. The most important basic principle of forming rural communities in turning their villages into tourist destinations is the same principle as the principles of democracy, namely origin, by and for the people/society. That is the main principle in managing a tourist village. the art of sales management must be based on the understanding of the community to make their village a tourist destination. The money that comes in from tourists is then managed by the residents as a result of which there is an accumulation of circulation of money accumulating in the village and driving the economy more optimally. This is in sync

with the 11 principles mandated by Law no. 10 of 2009 concerning Tourism. Namely, the principle of benefit, kinship, fair and equitable, balance of independence, sustainability, participatory, sustainable, democratic, equality and unity. All aspects supporting the success of tourism such as food, home stay, sanitation and hygiene must be maintained so that tourists are satisfied and money flows in the village.

Objective founded village This tour is to increase the position and progress of the community as a crucial actor in the development of the tourism sector and to be able to synergize and partner with relevant stakeholders to improve the quality of tourism development in the region to form and foster positive supportive behavior from the village community to become the host through the embodiment of values mark.

On Article 1 Permenbudpar Number PM.04/UM.001/MKP/2008, tourism awareness is a condition that describes the participation and support of all components of society in encouraging the realization of a conducive climate for the growth and development of tourism in a destination or region.

RESEARCH METHOD

The implementation of this community service activity was carried out in Masawah Village, Madasari Hamlet. The community service will be held on 8 August – 8 September 2022. The target of this community service is the natural resources in Masawah Village, Dusun Madasari, which have the potential to be made into tourist attractions. This community service method is in the form of involving village officials, the community, and local youth organizations to be involved in the construction of the Madasari Beach photo spot. This community service program is a form of effort to develop Masawah Village and improve the economy of the people there by building Madasari Beach tourist attractions with the hope that Madasari Beach will be known for its tourist destinations and many visitors who come there. The stages are that first we make observations on the Seugeuh coral beach, followed by Leuit stone, then Sebrotan and finally the pandan arrives. During the observation activity, we interviewed one of the visitors who were traveling on Karang Seugeuh beach about what things were lacking and must have from the beach and got answers from the results of the interview including the lack of infrastructure, one of which was a photo spot to add to its beauty and become its trademark and also the amount of trash scattered around and also the lack of awareness of other visitors when there is a lot of trash around. However, there was one visitor who was moved to take part in helping clean up trash on the beach and that made the cleaners feel happy, apparently there was still awareness from one of the visitors at the beach.

RESULT AND DISCUSSION

Draft from aware Tourism in this case is described as a form of public awareness to play an active role. Where the community is aware of their roles and responsibilities as good hosts for visiting tourists to create a conducive environment and atmosphere. In addition, the community is aware of the right and need to

become tourism actors as a form of basic need for recreation and especially in knowing and loving the homeland. These two elements must also prioritize the values contained in Sapta Pesona, namely creating a conducive and ideal environment for the development of tourism activities. This will encourage tourist interest. The seven charms include safe, orderly, clean, cool, beautiful, friendly, and memorable. For the people themselves, they are aware that this tour has good prospects, namely jobs and increased income opportunities. However, there were also results from the implementation of the development of a tourist village in Madasari Hamlet, namely the creation of photo spots where the Madasari beach was not pleasing to the eye, so photo spots were made from wood that was no longer used. After finishing the construction, we mapped out the spots for photo spots. The purpose of making these photo spots is to become power pull



for visitors come to madasa beach . So that the Madasari beach area can be an area for take pictures of the visitors who go for a tour.

Picture of the process of making a photo spot

Photo spot images

CONCLUSION AND SUGGESTION

Community service activities carried out for 32 days through the 2022 UMTAS Thematic Community Service activities by building photo spots on Madasari beach. The result of holding this activity was the establishment of the distinctive characteristics of Madasari Beach, namely the photo spot went well and smoothly according to what was planned. The construction of photo spots on Madasari Beach can help develop Masawah Village and the economy of the people there. Because with the photo spot on Madasari



Beach, it can be recognized by the existence of a tourist destination and many visitors who come there as well as the development of the village.

The suggestions include:

1. It is hoped that the village administration and the local community will be able to maintain the construction of photo spots on Madasari Beach so that it can be maintained.
2. It is hoped that the local community will not litter in the Madasari Beach area. So that the photo spots on Madasari Beach can be enjoyed for its beauty.
3. There needs to be support from the village government and the local community in efforts to develop tourist objects, especially in the infrastructure section in the Madasari Beach area.

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