

Reviving Pasir Sereh Tourism Village Patrol Village of Sukajaya Village, Cimerak District, Pangandaran Regency

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ABSTRACT

The Real Work Lecture (KKN-) at the University of Muhammadiyah Tasikmalaya was held in Sukajaya Village, Cimerak District, Pangandaran Regency. The tourism sector in Pangandaran has developed very rapidly, apart from that Pangandaran is referred to as a tourist area which has a variety of tourist attractions that are no less interesting to visit, namely beach attractions, rivers, hills, to waterfalls. One of the villages in Pangandaran, namely Sukajaya Village, Cimerak District, Pangandaran Regency, spoils the eyes of every visitor. But unfortunately the potential that has so far has not been utilized and neglected. Therefore the KKN- work program implemented is developing tourism potential in Sukajaya Cimerak Village through making several photo spots to attract the attention of tourists so that it can advance Karangjaya village and of course requires parties from village officials, villagers, and the regional tourism office.

Keywords: Sukajaya Village, tourist village

INTRODUCTION

Sukajaya Village, Cimerak District, Pangandaran Regency. It is one of the villages with natural wealth that has not been utilized and is still neglected. Sukajaya village is also an agricultural and rice field village. Village potential development requires data related to village potential which is used to determine the level of general village potential, developed village potential, and typology of a village. Various potentials owned by Sukajaya village can be processed so as to improve the quality of life and the level of community welfare. The potential of Sukajaya village as a tourist village is supported by beautiful natural places such as rivers, hills, caves and views that offer natural panoramas.

The tourist village referred to in this case is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life and integrated with the prevailing procedures and traditions. Attractions are the daily life of local residents along with the physical arrangement of the village location which allows tourists to actively participate. The criteria for a tourist village have been regulated in the Regulation of the Minister of Culture and Tourism Number PM.36/UM.00/MKP/200 concerning the National Program for Community Empowerment Independent Tourism through Tourism Villages (Priatmoko, 2007). According to Datau DKK (2022) a tourist object or destination must have four components of tourism development which include; attractions, affordable access, supporting facilities, and

tourism organizations (ancillary services). These four components are very important and intertwined with each other in tourism development. Attraction is an aesthetic value, uniqueness, and distinctive characteristics of a tourist destination that attracts tourists to visit the tourist attraction. Access (easy to reach) Ease of tourists to reach tourist destinations by providing adequate transportation and communication facilities. Amenities (facilities) Is the availability of supporting facilities or accommodation for tourists in the form of places to eat, entertainment venues, and several other facilities that can provide convenience and comfort for tourists. Ancillary (tourism organization) is an institution that helps the process of tourism development both in terms of providing tourism support facilities, providing training, marketing and promotion departments, policy making, and also controlling environmental impacts.

RESEARCH METHOD

Data and information collection techniques in this data collection activity are interviews and direct observation in the field. According to Andoyo (207) Observation Method Observation is a data collection tool that is carried out by systematically observing and recording the symptoms in Sukajaya Village. In this observation method, the author goes directly to observe the implementation of KKN activities, activities, and social phenomena that occur as a result of the implementation of the KKN being implemented. The data needed in this observation method is to observe directly at the location, process implementation, KKN-program activities for students at the Muhammadiyah University of Tasikmalaya in Sukajaya Village.

Interview method (Interview) Data collection using the interview method was carried out through question and answer directly with the data source. An interview is a tool for gathering information by asking questions verbally to be answered verbally as well (Febriyana, 202). The main feature of the interview is direct face-to-face contact between information seekers and information sources. This interview aims to obtain information that is relevant to the subject matter of the research, namely student collaboration with the Karangjaya Village community.

RESULT AND DISCUSSION

Sukajaya is a village in Cimerak District, Pangandaran Regency, West Java Province, Indonesia. Sukajaya Village is a fraction of Cimerak Village which was formed around the early 980s. Divided into 4 hamlets. Babakan Jaya, Karang Jaya, Bulagkebang and Patrol. Sukajaya is an agricultural village where most of its territory consists of agricultural areas and rice fields. The village's main commodities are coconut and brown sugar. From the agricultural sector, especially rice, Sukajaya Village is not a village that can be relied upon for rice farming. This is caused by the unavailability of irrigation or integrated irrigation systems.

1. Research Results

The research results obtained in Sukajaya Village, Dusun Patrol, have a good location to become a potential tourist village. unfortunately the location was not utilized and neglected so that at that time this place had

not been socialized as a tourist spot. The abandoned location already has beautiful views, the Pasir Serah river with a very beautiful hill background.

Regarding the convenience of existing tourist facilities, it shows that the availability of parking lots, toilets, prayer rooms, road access, and trash cans greatly supports the comfort of visitors. While tourist facilities that cannot be enjoyed during tourist visits are telecommunications networks.

2. Discussion

The KKN- KKN- makes a work program for the development and realignment of tourism in the Sukajaya hamlet patrol. KKN- made photo spots including triangular huts and nets. The facilities include warning boards, signs, swings, huts, tables, seats and renovating some of the existing facilities.

Facilities can be an important factor that can increase the interest of potential tourists to come to a tourist destination. Tourists are expected to feel satisfied and comfortable during their visit if all their needs while at the location of a tourist destination are met with existing facilities. Awareness of the importance of protecting the environment around us is a basic aspect that is owned by everyone, with awareness of the environment, it can have a positive impact, so that it can increase the attractiveness of tourism.

The purpose of development and rearrangement of tourism is to attract the attention of tourists and be able to enjoy the beauty of nature, so that it can be published in the wider community.

Therefore, the results of the KKN- assisted village tourism program in Sukajaya Village require the support of government stakeholders and the local community to materialize and be sustainable.

CONCLUSION AND SUGGESTION

Maintenance is an activity to maintain or maintain facilities so that there is a satisfactory condition according to what is planned. Maintenance of facilities is an obligation that needs to be carried out by everyone so that facilities can be maintained and last a long time so as to provide comfort for everyone, especially visitors to Pasir Sereh Nature Tourism.

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