

## RURAL TOURISM DEVELOPMENT AS A ONE VILLAGE ONE PRODUCT (OVOP) APPROACH IN WEST BANDUNG REGENCY

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**ABSTRACT.** West Bandung Regency is a part of West Java Province, which has many rural areas that can be developed as tourism places. One that can and starts to run is through One Village One Product (OVOP). This study aims to see how rural tourism develops with the One Village One Product (OVOP) Approach in West Bandung Regency. The research approach uses a qualitative approach to explain phenomena, data collection with a library research approach, and a field consisting of in-depth interviews, observation, and Focus Group Discussion (FGD). The data analysis technique used in this study is an interactive model that classifies data analysis in three steps, namely data reduction, data presentation, and concluding. The results of this study indicate that the KBB government began the development of tourism marketing through the OVOP program approach in Kampung Pasirangsana, Tourism Village, Renda, District of Cikalongkulon. The development of Tourism Villages in KBB through the OVOP program approach is a pioneering effort that still requires a timeless process to be able to produce the expected results. Several factors hinder the development of tourism village marketing through the OVOP approach, namely limited human resources and budget. Collaboration and consistency are needed for all parties to be able to realize the goal of developing tourist villages in the West Bandung Regency.

**Keywords:** marketing communication; tourism product; OVOP; West Bandung Regency

## PENGEMBANGAN WISATA PEDESAAN SEBAGAI PENDEKATAN *ONE VILLAGE ONE PRODUCT* (OVOP) DI KABUPATEN BANDUNG BARAT

**ABSTRAK.** Kabupaten Bandung Barat (KBB) merupakan kabupaten bagian dari propinsi Jawa Barat yang memiliki banyak wilayah pedesaan yang dapat dikembangkan sebagai tempat pariwisata. Salah satu yang dapat dan mulai berjalan adalah melalui One Village One Product (OVOP). Penelitian ini bertujuan untuk melihat bagaimana pariwisata pedesaan berkembang dengan Pendekatan One Village One Product (OVOP) di Kabupaten Bandung Barat. Pendekatan penelitian menggunakan pendekatan kualitatif untuk menjelaskan fenomena, Pengumpulan data dengan pendekatan penelitian kepustakaan (*library research*) dan lapangan yang terdiri atas wawancara mendalam, observasi, dan *Focus Group Discussion* (FGD). Teknik analisis data yang digunakan dalam penelitian ini adalah model interaktif yang mengklasifikasikan analisis data dalam tiga langkah, yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa pemerintah KBB memulai pengembangan pemasaran pariwisata melalui pendekatan program OVOP di Kampung Pasirangsana Desa Wisata Renda Kecamatan Cikalongkulon. Pengembangan Desa Wisata di KBB melalui pendekatan program OVOP merupakan upaya rintisan yang masih memerlukan proses tak terbatas waktu untuk dapat membuahkan hasil yang diharapkan. Terdapat beberapa faktor yang menghambat pengembangan pemasaran desa wisata melalui pendekatan OVOP, yaitu keterbatasan sumber daya manusia dan anggaran. Diperlukan kolaborasi dan konsistensi semua pihak untuk dapat mewujudkan tujuan pengembangan desa wisata di Kabupaten Bandung Barat.

**Kata kunci:** komunikasi pemasaran; produk pariwisata; OVOP; Kabupaten Bandung Barat

### INTRODUCTION

Bandung Regency was divided, so it was born in West Bandung Regency. West Bandung Regency is a district in the province of West Java, which is relatively newly formed into an autonomous region. Done according to Law No.12 of 2007. West Bandung Regency, which is then abbreviated as KBB, has the following area restrictions (Statistik, 2010):

- Cimahi City and Bandung Regency are the eastern boundaries;
- Subang Regency and Purwakarta Regency are the northern boundaries;
- Cianjur Regency as the western boundary; and
- Bandung Regency and Cianjur Regency are the southern boundaries.

Regionally, West Bandung Regency consists of 16 districts. Lembang District, Parongpong, Cisarua,

Cikalongwetan, Cipeundeuy, Ngamprah, Padalarang, Batujajar, Cipatat, Cihampelas, Cililin, Sindangkereta, Cipongkor, Gununghalu, Rongga, and Saguling. From 16 districts, divided into 165 villages. The total area of West Bandung Regency is  $\pm 1,305.77$  km<sup>2</sup> (Statistik, 2010). Nine leading tourist areas in West Java Province, known for cultural tourism, nature tourism, and craft tourism scattered in West Bandung Regency. Besides being famous for cultural tourism, KBB also has a mining area. Mining in this region is a supporting factor for economic development (Lambelanova, 2017). Some sub-districts in this district also have scattered mining products. These include andesite, sand, marble, limestone.

Besides mining potential, there are also other natural potentials in the form of new forests/tourism/protection and plantations, such as tea, cloves, coffee, and rubber. The potential of food and horticultural crops is preserved by the presence of superior food crop and horticultural commodity production centers consisting of several types

of commodities such as corn, rice, peanuts, sweet potatoes, potatoes, cabbage, tomatoes, red chilies, salak, rambutan, bananas, and plants ornamental. Then there is the potential of animal husbandry consisting of dairy cows, beef cattle, buffalo, horses, sheep, goats, free-range chickens, laying hens, broilers, and ducks.

Nowadays, KBB has become one of the popular tourist destinations due to its attractive natural scenery and cool enough air temperature to suit the needs of domestic and foreign tourists who want a calming natural atmosphere. The natural potential in this regency is spread in several districts including, Tangkuban Perahu Mountain and Bosscha Observatory Scientific Tourism located in Lembang District. In Parongpong and Sindangkerta Districts, there are Cihideung Flower Park and Gunung Padang. Situ Ciburuy, Gua Pawon, and Sela Gombong Campsite are tours found in Padalarang District, Cipatat District, and Cikalong Wetan District. Curug (waterfall) Cimahi and Curug (waterfall) Panganten Tourism are tourist attractions in the Cisarua sub-district. Whereas in Cipeundeuy Subdistrict, Cililin Subdistrict, Gunung Halu Subdistrict, and Cipongkor, there are Cirata Reservoir, Curug (waterfall) Sawer Campground, Malela Curug (waterfall) tourism object, and Three Waliyullah Tombs.

Most of the tourists who come to visit are from Jabodetabek and Bandung. The popularity of this tourist area is not only limited to the Greater Jakarta and Bandung, tourists from other cities in West Java, all regions of Indonesia, and from outside the country of Indonesia also participated in visiting and enjoying the potential of this natural tourism. Europe, especially from the Netherlands, is the origin of most foreign tourists visiting the KBB. The highlands in West Bandung for Dutch tourists have a strong connection because this area in the colonial era was a Dutch plantation area.

Human needs for tourism are calculated to be quite important needs to be met. This was discussed in the book *Consumer Behavior in Travel and Tourism* (Chon, Pizam, & Mansfeld, 2012). Maslow's hierarchy of needs provides a simplification in understanding human needs. In this case, tourism is classified as meeting the need for recognition (McLeod, 2007). The concepts and objectives of tourism change, along with the development of tourism.

The feeling is not enough just to simply enjoy the beauty of nature from where tourism takes place. Tourists also desire the existence of direct interaction with the environment and local community tourist attractions. This became one of the advantages of a tour that began to demand. This encourages the creation of new tourism concepts, such as the emergence of tourist villages, which are the concepts of rural tourism. Village tourism can be defined as a form of small territory inhabited by the community and has special or distinctive features. These specialties such as local culture and the natural surroundings so that it has an attraction to tourists in enjoying getting to know,

understand and learn the uniqueness of the village (She, Qing Sun, Ma, & Xie, 2017).

Since 2008, Indonesia, through the Ministry of Industry, developed the tourism industry using the One Village One Product (OVOP) approach (Pasaribu, 2016; Triharini, Larasati, & Susanto, 2014; Widiyanti, 2018). This OVOP is a form of regional development so that the economy in the area develops well. Dr. Morihiko Hiramatsu from Japan was the first person to introduce this concept, namely, in 1979, with the term *Isson Ippin Undo*. Many other countries are interested in adopting the success of this program in Japan. The success of this concept made various countries, especially in Asia and Africa, begin to study and adopt it. OVOP was formed to resolve the social and economic disparities that occur between villages and cities. Fifty-seven countries in the world have adopted the OVOP concept, including Indonesia.

Related to this OVOP program, the Government of West Java Province pays special attention to promoting its natural beauty as a tourism destination. Not only the government, but the community must also be invited to understand this OVOP concept so that goals can be achieved with good cooperation. One manifestation of this program is that the government embraces a village so that its people are focused and able to produce main products that have distinctive characteristics so that they can compete globally. An OVOP concept is an approach to developing regional potential in a region to produce a unique, class-specific global product by utilizing local resources (Koswara, Erlandia, & Truline, 2019). Changes starting from the village can then develop more broadly to the district, district/city, or following the potential and scale of business economically.

In determining a distinctive and superior main product as an OVOP product, several criteria must be met, including the following:

- products that are unique, distinctive, and native to local culture;
- product quality and appearance must be considered aesthetically;
- open market share for domestic and foreign;
- and the sustainability and consistency of production supported by local resources.

OVOP products are very diverse, ranging from processed food products and a variety of beverages originating from agricultural and plantation products, traditional woven and convection products based on local art and culture, household needs, decorative or interior, to art-based souvenir products and local culture (Mutia, Aswadi, Hasan, & Mardhani, 2018; Sega, 2017)

Various problems in this study can be seen in Figure 1. This study aims to see how rural tourism develops with the One Village One Product (OVOP) Approach in West Bandung Regency.

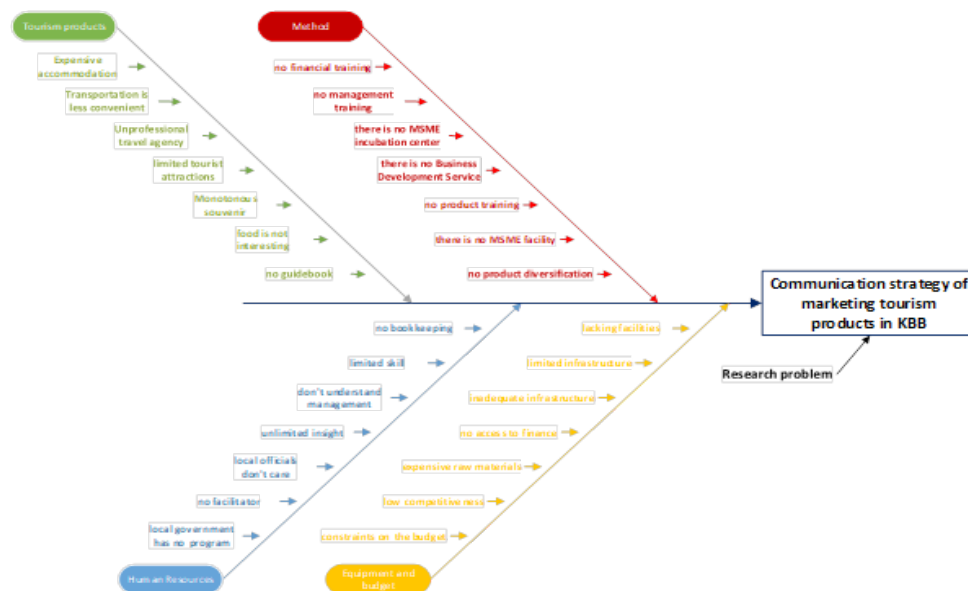


Figure 1. Tourism issues at KBB

### METHOD

This study uses a qualitative approach that practically seeks to examine the events experienced by research subjects holistically and meaningfully.

Explaining the phenomenon is the goal of qualitative research, carried out through deep data collection. This study also does not focus on population size or sampling. The sampling used in this study is very limited. However, the data collected in depth can represent and be able to explain the phenomena studied. The issue of the depth (quality) of data rather than the quantity (quantity) of data is emphasized in qualitative research (Moran, 2019; Ningrum, 2019; Philipsen, Tondeur, Pynoo, Vanslambrouck, & Zhu, 2019).

Library research and the field are two ways used in collecting data in this study. Field research consisted of in-depth interviews, observation, and Focus Group Discussion (FGD). The data analysis technique used in this study is an interactive model that classifies data analysis in three steps, namely data reduction, data presentation, and concluding (Myers, 2019; Tracy, 2019).

### RESULTS AND DISCUSSION

#### Development of Tourism Village with One Village One Product (OVOP) Approach in West Bandung Regency

The KBB government, through the Department of Tourism and Culture (Disparbud), has established five villages as tourist villages. The designation of the five villages as tourist villages have the aim of preserving local wisdom and natural beauty in these villages, as well as becoming a new tourist destination.

The five tourist villages are scattered in several districts. The villages included in the tourist villages include Rende Village in Cikalongwetan District,

Suntenjaya Village in Lembang District, Mukapayung Village in Cililin District, Simajaya Village in Gununghalu District, and Cihanjuangrahayu Village in Parongpong District. The determination of the five regions was based on the results of studies from independent institutions from 165 villages in the KBB.

It is not easy to set a village as a tourist village. Several criteria have been determined to determine the designation of a village as a tourist village. These criteria include the following:

- easy access to tourist villages;
- have an independent water source;
- the local wisdom of the village is still well preserved;
- location close to pre-existing tourist destinations so that tourists can explore other tourist destinations besides the tourist village.

The West Bandung Regency Government encourages the development of tourism villages through the OVOP program by utilizing existing local potential. With the added enthusiasm of the surrounding community in welcoming the program, it is easier for the government to realize the tourism village. One example is in Suntenjaya Village, Lembang District. The people in the village already have an environmental concept by planting different and distinctive trees on each road.

The statement of the head of the Tourism and Culture Office of the KBB, Nunung Sobariah, about the purpose of developing the tourism village, was welcomed by the community. The purpose of the embodiment of the tourist village is to increase the income of the surrounding community so that the impact of tourism is not only to increase local revenue but more than that, namely the multiplier effect (double effect) in terms of improving the community's economy.

So that the development of tourist villages runs quickly, Disparbud KBB also provides development

funding assistance in the five villages. On the other hand, the limitations of the development budget are a challenge, so the giving is done in stages. The first aid was focused on the construction of the gate and “bale riung” (village meeting hall) in Rende Village, Cikalong Wetan District. Rende Village is a priority because it is considered the readiest to carry out the development of tourism villages through the OVOP program. The culture and local wisdom that characterizes the Rende Village is the “pupuhunan paraji” ceremony, which is the washing ceremony of heirlooms every month Syuro (the month of Muharram in Muslim terms) (Susanti & Koswara, 2019).

The government has set Kampung Pasirangsana in Rende Village, Cikalong Wetan Subdistrict as a traditional village that has local cultural characteristics that are not owned by other villages—as for the local wisdom referred to, among others, such as in water resources management activities and farming techniques. Its management still adheres to the principles of the ancestors of this village. This is intangible assets that can be developed through the OVOP program.

The people of Kampung Pasirangsana only focus on meeting their primary needs. In farming activities, they still prioritize the rules that exist in society for generations, including the use of artificial fertilizers obtained from organic materials without damaging nature. Unlike other people who use chemical fertilizers to get fast and abundant harvests, but do not care about the state of the natural environment can be damaged because of the chemicals in fertilizers used.

In addition to the selection of artificial fertilizers originating from nature, the community of Kampung Pasirangsana also has its method of controlling rice pests. They always maintain the harmony of nature by expelling these rice pests without killing them. They make biopesticide concoctions and “rawun pare”. They prefer natural ingredients to manufacturers’ pesticides which are considered poisoning and damaging to the environment. The method of expelling the rice pest was quite successful so that the incidence of “puso” (rice harvest failure) due to pests was very rare in Kampung Pasirangsana.

The people of Kampung Pasirangsana believe that the great-grandfather must guide their lifestyle. He has been determined in the form of “pikukuh pupuhu” (a tradition prohibition that guides community activities). They recite “pikukuh pupuhu” in old-fashioned Sundanese that is delivered at traditional ceremonies or told by parents to their children. No one has the right and power to change the order of life that has existed and was carried on from generation to generation. Villagers and migrants who are visiting the area must obey the bustle. The rules that have been adhered to for generations are as follows:

- a. prohibited from entering the forest, prohibiting cutting down trees, opening lading, or taking other forest products;
- b. it is prohibited to cut down plants carelessly; and

- c. Prohibited from using chemical technology, such as fertilizers, drugs to eradicate pests or poison fish.

If someone commits an offence, he will get sanctions according to the prevailing customary rules. The basis of this belief is an added value in the cultural diversity of the surrounding community that integrates with the soul of each inhabitant. So that is manifested in the attitude and character of people who are grounded and not affected by technological developments. They prioritize the preservation and utilization of natural resources, especially water and land. Surrounding communities often try to maintain a balanced quality and quantity of the ecosystem. All sections of the community, including the central, regional and community itself as the main actors of natural resource users must work together in a compact manner in order to conserve natural resources. These various efforts have a basic objective to realize sustainable management of natural resources and to realize the aspirations of the people’s prosperity.

The customary chairman of Kampung Pasirangsana, Mr Agus, won the trust to manage the Rende Tourism Village. He is a direct descendant of the “pupuhu” or ancestors of the founder of the Sandangsana Village. Aside from being directly responsible in the process of developing Rende Tourism Village, he also served as a local leader in realizing the OVOP program. Disbudpar KBB has provided training in developing tourist villages to representatives of the surrounding community, namely Mr Agus. From the results of the training, he fostered and guided the surrounding community to be able to welcome tourists who came to visit Desa Pasirangsana. The origin of tourists who come, namely from Bandung, Jakarta, Yogyakarta and Bali.

The Pasirangsana Village Government in cooperation with the surrounding community who have high initiative has started to step up to promote themselves as a traditional tourism village that is able to maintain local wisdom and maintain water and land resources properly. The limited facilities, which currently only have a reverberation hall and an art performance stage, are not an obstacle in the development of tourism with the OVOP program. Regional tourism development programs through the OVOP approach must continue even though the regional leaders will change every five years. Leaders who hold responsibilities at KBB are expected to be able to be consistent in developing five tourism villages in West Bandung Regency, namely Rende Village in Cikalongwetan District, Suntenjaya Village in Lembang District, Mukapayung Village in Cililin District, Simajaya Village in Gununghalu District, and Cihanjuangrahayu Village in Parongpong District.

The development of tourist villages for the five villages is carried out in stages every fiscal year. This is stated in the KBB Regional Medium-Term Development Plan (RPJMD). The next development after Rende



Village is Suntenjaya Village, Lembang District, which has the uniqueness of being a green village. The form of preservation of the spring and the natural environment of the village is realized by making a homestay from residents' homes that are rented out to tourists. The rural-style temporary residence is located near the tourist area. Utilization of community homes into lodging is one of the smart ideas in order to advance the village into a tourist village without damaging nature so that it becomes its own advantages based on nature and culture.

### CONCLUSION

This study aims to see the extent of the communication strategy of marketing tourism products through the OVOP approach in KBB to improve the community's economy. Based on the findings and discussion of the study, it can be concluded several things. The first is that the KBB government starts developing tourism marketing through the OVOP program approach in Kampung Pasirangsana, Tourism Village, Renda, District of Cikalongkulon. This village was chosen because it has intangible assets in the form of local wisdom that has been well preserved for hundreds of years for generations. The local wisdom of the Rende Tourism Village community includes maintaining the preservation of water and land resources in the village, preserving nature, and carrying out traditional ceremonies such as "paraji pupuhunan". The development of Tourism Villages in KBB through the OVOP program approach is a pioneering effort that still requires a timeless process to be able to produce the expected results. The KBB government seeks to support the development of Tourism Villages by facilitating the construction of village gates and riots and the facilitation of traditional leaders and village tourism managers by carrying out various tourism training with the OVOP approach. Several factors hinder the development of tourism village marketing through the OVOP approach, namely limited human resources and budget. Collaboration and consistency are needed for all parties to be able to realize the goal of developing tourist villages in the KBB.

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