

Development of Koja Cliff Tourist Attraction in The Era of The Covid-19 Pandemic in Tangerang District, Banten

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ABSTRACT

Purpose: Tourism is one of several sectors that has a big impact on increasing a country's income, foreign exchange, and employment for Indonesia. There are many types of tours offered, such as educational tours, nature tours, and many more. Unfortunately, at the end of 2019, specifically at the beginning of December, the world was shocked by the identification of the first case of the COVID-19 virus in China which has turned into a pandemic that attacks almost all countries in the world, including Indonesia. One of the sectors most affected by the pandemic is the tourism sector. The management of the tourist destination finally decided to close their place temporarily to support the government in breaking the chain of spreading the COVID-19 virus. Finally, after the implementation of the lockdown for a few months, the tourist attraction is allowed to operate again. One of the tourist attractions that has been operated again amid the pandemic is the Koja Cliff. The purpose of this research is to find out the development of the Koja Cliff tourist attraction in Tangerang District, Banten in the era of the pandemic.

Research method: The research used qualitative methods and purposive sampling as the sampling technique. Data were collected by interview, observation, and documentation.

Result and discussion: The results of the study explain that the development of the Koja Cliff tourist attraction so far can be said has not been good enough

Implication: the Koja Cliff tourist attraction manager already has some plans for future to develop the tourism objects which will focus on the Cliffs of the Koja Cliffs and surrounding attractions

Keywords: tourist, tourism development, koja cliff

INTRODUCTION

Indonesia is an archipelagic country known for having abundant natural resources, biodiversity, and historical and cultural heritage. Tourism is an example of a natural resource that has high economic value for an area that is managed by the community or local government to become an attractive tourist spot so that it can bring in tourists from outside and within the country (Wahyuningsih, 2018).

Unfortunately, at the end of 2019, to be precise, in early December, the world was shocked by the identification of the first official case of the COVID-19 virus in China, which was thought to have originated from the seafood market in Wuhan, until now the Covid-19 virus has turned into a serious outbreak. attacking almost all countries in the world, including Indonesia, where the virus was first confirmed in early March 2020 (internasional.kontan.co.id, 2021). The impact of this for Indonesia was a decrease in the level of foreign tourist arrivals through all entry points which amounted to 74.84%, namely in 2019 there were 16,108,600 visits while in 2020 there were 4,052,923 visits. The following is a graph of foreign tourist arrivals in 2019-2020:

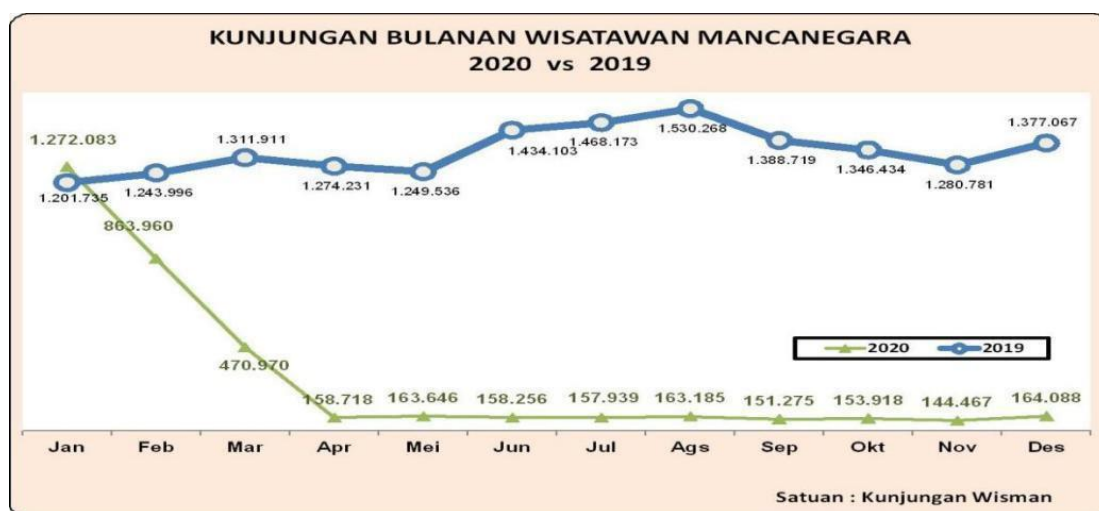


Figure 1 Monthly Visits of International Tourists 2020 vs 2019
 [Source: Data Center and Information System, Kemenparekraf/Baparekraf (kemenparekraf.go.id, 2021)]

Over time, after the implementation of Community Activity Restrictions (PPKM) previously known as Large-Scale Social Restrictions (PSBB) continued to show improvement and succeeded in reducing the number of COVID-19 cases in Indonesia, finally, tourist destinations were gradually allowed to resume operations by the government. According to Prof. Dr. Syamsul Arifin, MPD (antaranews.com, 2021) tourism is safe to do amid a pandemic, namely outdoor tourism such as parks, mountains, beaches, and others. He explained that open spaces have direct exposure to sunlight and good air circulation so that the risk of transmitting the COVID-19 virus is much lower than in closed rooms.

Banten province is one of the provinces that is slowly resuming operations. Banten Province is located in the westernmost part of the island of Java. Based on the Law of the Republic of Indonesia Number 23 of 2000 the Banten area has an area of around 9,160.70 square km. Banten Province is located between 5°7'50"-7°01'11" South Latitude and 105°01'11"-106°07'12" East Longitude which consists of 4 cities, 4 districts,

155 sub-districts, 313 sub-districts and 1,238 villages. Based on data from the Central Statistics Agency, tourist visits to Banten Province in a period of five years, namely from 2014 to 2018 reached tens of millions of people per year which can be seen in detail in the following table:

Table 1. Data on Tourist Visits To Banten Province

Year	Local Tourist	International Tourist	Total
2014	13.151.877	242.233	13.394.110
2015	14.118.787	125.162	14.243.949
2016	15.876.353	281.758	16.158.111
2017	20.863.460	848.360	21.711.820
2018	17.982.140	327.003	18.309.143

[Source: (kabarbanten.mind-rakyat.com, 2020)]

One of the natural tourist attractions that has become a tourist destination in Banten Province during the pandemic is Koja Cliff Park. Koja Cliff Park or as it is often called by the people around Godzilla Cage. It is called Godzilla Cage because there are limestone cliffs that look like Godzilla lizards surrounded by high cliffs that at first glance look like drums (nativeindonesia.com, 2021). Koja Cliff Park is a former sand excavation area of approximately 2.2 hectares owned by a resident who lives in Cikuya Village, Solar District, Tangerang Regency which is no longer active because the holes resulting from sand excavation caused the soil to erode up to 5 to 10 meters into and now leaving lined cliffs that look towering randomly but look beautiful and exotic (Tangerang online. id, 2017). By simply paying a ticket fee of IDR 5,000 per person and a parking fee of IDR 3,000 for two-wheeled vehicles and IDR 5,000 for four-wheeled vehicles, tourists can enjoy beautiful scenery wrapped in an atmosphere like the one above. valley that has a stretch of rice fields and a small lake below, and is surrounded by cliffs and dunes that are created naturally from former mining.

However, it's a pity that there are still many Tangerang people who don't know about this tourist attraction that has been transformed by nature to be very beautiful, even though the Koja Cliff Park tour has great potential as an alternative destination for residents in Tangerang City, Jakarta, and its surroundings. After the Koja Cliff Park started going viral on social media, this place then became crowded with visitors from Tangerang City and various regions, but the instructions and information available to enter this tourist destination were still inadequate, and the Koja Cliff Park tour was considered one of the so many natural tourist attractions in Tangerang City that cannot be managed properly in terms of arrangement. During an increasingly developing development process, the potential of Koja Cliff Park tourism should be utilized by the government to be used as a regional tourism asset (dispar.bantenprov.go.id, 2017). In addition, there are also accessibility problems for tourists who use public transportation such as electric trains (KRL), due to the minimal location of public transportation and it is difficult to order a taxi or motorcycle taxi online in the booking application after getting off the train station. As a result, the ojek base is the best choice with relatively expensive fares starting at a price range of IDR 25,000 per person (travel.kompas.com, 2019).

RESEARCH METHOD

This research uses a qualitative descriptive method because the researcher intends to understand, reveal, and explain various phenomena in the field and then summarize them into descriptive conclusions based on the data

that has been collected. In this study, the unit of analysis used was management and tourists at the Koja Cliff Tourism in Tangerang Regency, Banten during the pandemic era. The unit of analysis is the unit to be studied which can be in the form of objects, individuals, groups, or social events as the research subject (Kuncoro, 2013).

RESULTS AND DISCUSSION

1. Research Object Description

The Koja Cliff tourist attraction is a natural tourist in Tangerang which presents beautiful views of exotic cliffs lined up soaring high combined with a greenish pond and green grass below. This makes the Koja Cliff tourist attraction a suitable place for photo hunting with various interesting spots. The Koja Cliff tourist attraction is located in Cikuya Village, Cireunde Village, Solar District, Tangerang Regency, Banten Province with a land area of approximately 2.2 hectares. Located not far from the Cisoka highway and flanked by rice fields belonging to the local community.



Figure 2. Views of the Koja Cliff Tourism Object
[Source: Personal Documentation, 2021]



Figure 3. Cliffs Resembling Godzilla Lizards on Koja Cliffs
[Source: Personal Documentation, 2021]

2. Development Of Koja Cliff Tourist Attraction In The Era Of The Covid-19 Pandemic In Tangerang District, Banten

Tourist objects and attractions are everything that encourages people to visit and stop at a tourist destination (Efendi, Rifanjani, & Siahaan, 2019). For the management of a tourist object to run well and be enjoyed by all tourists, a tourist attraction according to (Yuniati, 2017) must have four components, namely:

a. Attraction

The attractions at the Koja Cliff are views of high cliffs randomly but looking beautiful that rise up and at the bottom there is green grass and a greenish lake which makes the location very suitable for photo hunting in various spots available on the Koja Cliff like being on a cliff, cliff steps, cliffs below that are randomly shaped, and so on. One of the most famous photo spots is on a cliff which is located near the entrance which is directly opposite the cliff and is shaped like a Godzilla lizard which is the uniqueness of the Koja Cliff. Apart from doing photo hunting, visitors can enjoy the experience of walking around an area of approximately 2.2 hectares while enjoying views of the beautiful cliffs to simply relieve fatigue or refresh from the daily routine. Another thing that visitors can do is rent a wooden boat that can accommodate up to 6 people at a time to explore the foot of the cliff and take photos at certain spots which will be informed by the wooden boat rowers. Visitors also have the opportunity to enjoy sunrise and sunset moments combined with beautiful cliffs that can also be used as photo backgrounds. However, visitors who want to enjoy the sunrise must come to the Koja Cliff earlier.

b. Amenities

According to the results of observations made by researchers, the amenities at the Koja Cliff are that there are several stalls at the top of

the Koja Cliff selling everything from snacks to food to fill the stomach, while at the bottom of the cliff, there is a hut selling coconuts which can be used as a place to relax for a while. visitors after walking around and taking photos. The facilities available at the Koja Cliff are still quite lacking, only there is land for parking two or four-wheeled vehicles, toilets, and huts that can be used as places for worship. The Koja Cliffs also do not have their own lodging business, the closest accommodation for tourists is approximately 14 KM from the Koja Cliffs location.

c. Accessibilities

According to the results of observations made by researchers, the location of the Koja Cliff is located in the middle of a stretch of rice fields belonging to the surrounding community which is located not far from the Cisoka highway which can be passed by two-wheeled or four-wheeled vehicles. Road access to the Koja Cliff tourist attraction can be said to be very good because the road conditions are quite well maintained so it is quite easy for tourists who use private vehicles. Before entering the Koja Cliff tourist attraction, visitors will pass several houses of the local community and a wide expanse of rice fields, creating a cool and beautiful atmosphere. Unfortunately, information and instructions related to entering tourist attractions are still inadequate, making it quite difficult for tourists who are coming to visit for the first time. In addition, the location of the Koja Cliff is very minimal by public transportation which makes it difficult for tourists who rely on public transportation as a means to travel, which in turn requires them to choose motorcycle taxis based around the area to continue their journey to tourist sites at relatively more expensive rates.

d. Ancillary (Supporting Institution)

According to the results of observations made by researchers, there is still no tourism management institution that cooperates with the Koja Cliff due to the rejection of the owner of the tourist object and the local community towards cooperation with the local government (Pemda) because it is considered to reduce the income of the surrounding community and the concept offered will eliminate the natural feel from the Koja Cliffs. There is only a Tour Guide service which is the local community who will help explain and accompany you around while at the Koja Cliff tourist attraction.

Tourism development is a series of efforts to realize integration in the use of various tourism resources and integrate all aspects outside of tourism that are directly or indirectly related to the continuity of tourism development (Wardhani & Valeriani, 2016). In the development of a tourist attraction, the collaboration of three actors is needed to create an innovation, namely, academia, government, and business, or what is commonly referred to as the Triple Helix. Here is the explanation:

1) Academics

Academics play a role in producing various scientific research regarding the potential of the Koja Cliff tourist attraction. The resulting study forms the basis for an analysis of the potential of the Koja Cliff which will be developed so that it can produce values that can attract more tourists to visit. Academics suggest that the Koja

Cliff tourist attraction needs to be given innovation such as adding new attractions so that it can attract more tourists from all walks of life to visit and not only attract tourists to come take pictures but also enjoy other attractions at the Koja Cliff tourist attraction. The role of academics in suggesting innovation in the form of adding new attractions to the Koja Cliff tourist attraction has made the tour manager try to include several innovations in the Koja Cliff tourist attraction that has been developed so far to create innovation in the form of adding wooden boat attractions to surround the foot of the cliff and adding several spots new to taking pictures. According to the Koja Cliff tourism manager, the innovations that have been carried out have had a good impact on increasing tourist visits to the Koja Cliffs.

2) Government

The government's role in developing the Koja Cliff tourist attraction has so far been minimal. The government has not shown its role optimally as a facilitator so it has an impact on the development of the Koja Cliff tourist attraction. One example of the minimal role of the local government is not holding prior socialization to tour managers and the community at the Koja Cliff, resulting in the rejection of the concept of adding attractions such as flying foxes and duck boats proposed by the local government which are considered by tourism managers to eliminate the natural value of Koja Cliff tourist attraction. The role of the local government regarding the development of the Koja Cliff tourist object which can be felt at this time is the development of physical infrastructure in the form of paving block roads, washing and washing facilities in the Koja Cliffs.

3) Business

The Koja Cliff with its potential tries to innovate by adding new attractions, facilities, and spots for taking pictures. Business actors in the development of the Koja Cliff tourist attraction are in the form of providing wooden boat rides to explore the foot of the cliff, always maintaining the cleanliness of the tourist attraction, supervising all visiting tourists to avoid all criminal acts, and maintaining all photo spots. In addition, business people also play a role in promoting tourist attractions by creating Instagram social media and providing information to tourists by sharing photos with beautiful views of the Koja Cliffs. can be used as a place to take pictures with the background of beautiful cliffs soaring high above.

CONCLUSION

Koja Cliff is one of the tourist attractions in Tangerang Regency, Banten to be precise in Cikuya Village. Koja Cliff is a former sand mining area that is no longer active It is then turned into a tourist spot that presents views of towering cliffs randomly but looks beautiful. The beauty of these cliffs makes the Koja Cliffs a very suitable place for Photo Hunting. Apart from taking pictures, another thing that can be enjoyed by tourists at the Koja Cliff is exploring the foot of the cliff by using the wooden boat that has been provided.

So far, the development of the Koja Cliff tourist attraction is still not good when viewed in terms of amenities which only have facilities such as toilets and huts to serve as places of worship and lodging places which are quite far from the location of the Koja Cliff tourist attraction, accessibility which does not yet have information and adequate instructions to enter the tourist attraction and it is difficult to find public transportation around the location of the tourist attraction, and the supporting institutions available are only tour guides at the Koja Cliff tourist attraction due to the refusal of cooperation with the local government from the manager who is considered to be able to reduce the economy of the surrounding community and eliminate the natural feel that has been maintained.

The development efforts that have been carried out for the Koja Cliff tourist attraction are providing wooden boat rides to explore the foot of the cliff, always maintaining the cleanliness of the tourist attraction, supervising all visiting tourists to avoid all criminal acts, maintaining all photo spots and promoting the object tourism by creating Instagram social media and providing information for tourists by sharing photos with beautiful views of the Koja Cliff. In efforts to develop tourist attractions in the future, it will still focus on the cliff area and its surroundings, such as adding a bridge above that is connected from one cliff to another so that you can add new spots for taking photos, building a garden planted with various kinds of flowers at the foot of the cliff, and installing guardrails to make the Koja Cliff tourist attraction safer for all tourists.

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