

MANAGEMENT OF IN LAND PUBLIC WATERS CITUMANG TOURISM IN PANGANDARAN REGENCY

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ABSTRACT

Citumang is a water tourism object under the auspices of Perum Perhutani where there is a river with clear water quality and clear blue with a calm flow discharge from a cave upstream, water from this river can be drunk directly because the Citumang river itself is one of the spring for local residents. This river is located in Bantarsari Hamlet, Bojong Village, Parigi District, Pangandaran Regency, West Java and is located on Perhutani land. Besides being able to be used for natural tourism such as body rafting, swimming, outbound, trekking, canoeing, camping, and sightseeing, Citumang can also be used for irrigation of agricultural land, sources of clean water for the surrounding community, education, and research. There are problems that arise in the Citumang tourist attraction, namely the implementation of the tourism object development strategy is not yet optimal. The Citumang tourism object is managed by several related agencies such as Perhutani BKPH Pangandaran Regency which is the main agency in owning the land area of the Citumang tourist attraction, the Kompepar Pangandaran Regency or tourism driver in Pangandaran Regency which has the task of controlling Citumang tourism objects, Bojong Village Youth Organization which is the driving force. the main point of marketing for the Citumang tourism object, and the people around the Citumang area.

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INTRODUCTION

Pangandaran is a regency that is still developing, located in the south of West Java, adjacent to Central Java, has an area of 168,509 Ha with a sea area of 67,340 Ha and a 91 km long beach, making Pangandaran better known for its coastal tourism areas. . In fact, Pangandaran has many other tourist destinations. In addition to beach tourism in Pangandaran, there are several other tourist destinations such as animal, fauna, water tourism to artificial tourist attractions. Pangandaran itself is trying to develop other tourism besides beach tourism in accordance with one of the missions of Pangandaran Regency, namely "Organizing and developing tourism potential", one of the tourist destinations in Pangandaran besides beach tourism and interesting to visit if on vacation to Pangandaran is water tourism in Pangandaran. Citumang which presents the beauty of its river flow.

Citumang is a water tourism object under the auspices of Perum Perhutani where there is a river with clear, clean and bluish water quality with a calm flow discharge from a cave upstream, the water from the Citumang river can be drunk directly because the Citu-

mang river itself is one of the eyes. water for local residents. From the cave upstream, the falling water eventually forms several beautiful small waterfalls. Surrounded by teak and mahogany forests that are produced and protected, Citumang also has beautiful views and cool air.

Since the establishment of the Citumang tourist destination, many people have published these attractions, starting from local to foreign tourists. Based on data obtained from the Pangandaran Regency Office, the total number of visitors who came to tourist attractions in Pangandaran Regency within one week were 36,484 visitors who came with the highest total number of tourists who came to Pangandaran Beach was 24,670 visitors and the rest were tourist destinations. others include the Citumang tourist attraction. The Citumang tourism object is a tourist destination, of course there are still problems and obstacles in managing it and this requires the right management strategy so that the Citumang tourist attraction can survive in the future.

OVERVIEW OF LOCATION

The Citumang River is one of the mainland's public waters and is included as a tourist attraction in the Pangandaran Regency area. This river is located in Bantarsari Hamlet, Bojong Village, Parigi District, Pangandaran Regency, West Java and is located on Perhutani land (Indonesian State Forestry Corporation) (Wijayanto, 2018). The Citumang River is about 15 km from the Pangandaran Beach area with a travel time of approximately 40 minutes using private transportation and public transportation and using travel rental services available in Pangandaran.

The Citumang tourist attraction is classified as a new tourist attraction because it only opened in 2011 but has been visited by many domestic and foreign tourists from various parts of the world so that the naming of this tourist attraction is Green Valley Citumang to make it more global (Hermansah, 2019). Citumang is a natural tourist attraction that presents the clarity of the turquoise river flow surrounded by beautiful shady trees and a very natural atmosphere. Citumang has a uniqueness, namely the upstream flow of the river that comes out of a cave that forms a curug (waterfall). The waterfall has its back to another cave which is quite long and is below the surface of the river above it. Meanwhile, having the same water source comes from a cave that is upstream (PROKOPIM, 2019). What is meant is where the flow of the Citumang River starts from the upstream of Green Valley which enters the mouth of the cave called the Crystal Cave and exits the mouth of the cave called the Citumang Cave (Harlindo, 2021).

There are several sources regarding the origin of the name Citumang. The name Citumang comes from the legend of a stump crocodile named Si Tumang. This story strengthens local residents' belief in the legendary presence of the stump crocodile, so that until now it has left a name that has been firmly attached to the name of the river (PROKOPIM, 2019). Another source regarding the origin of the name Citumang, namely the name Citumang was given because after the upstream flow of the river came out of the cave then it fell to form the Kalinumpang waterfall. Derived from the word "Cai" (Sundanese) or water and "Overlay" or ride on it. However, local residents prefer to call it Citumang rather than Citumpang or Kalinumpang (Harlindo, 2021).

The area of the Citumang River reaches 6.6 hectares with an average air temperature of 25°C-28°C. The Citumang River has a fairly stable water discharge with a fairly varied depth, some river locations that have a deep enough depth are in the part after the waterfall or waterfall with an average depth of approximately five meters (Harlindo, 2021). The Citumang River also has a white rocky and gravel water substrate which is useful as a filter for dirt carried by the water so that the waters have maximum water clarity.

Besides being able to be used for natural tourism such as body rafting, swimming, outbound, trekking, canoeing/canoeing, camping, and sightseeing, Citumang can also be used for irrigating agricultural land, clean water sources for the surrounding community, education, and research.

PROBLEMS AND OBSTACLES

Regions that have tourism areas can have a positive impact and benefit for the surrounding community in the economic sector that provides benefits to local governments, the social sector can provide job opportunities for residents who do not have jobs, and culture can provide motivation for tolerance in association. and have an impact on increasing love for their homeland. Management and development in tourism areas needs to be done so as not to cause negative impacts, so management and development must take precedence to minimize negative impacts that arise.

Citumang nature tourism is one of the tourist areas in Pangandaran Regency based on forest. The Citumang tourist attraction is located in the Saladah block, Bojong Village, Parigi District, Pangandaran Regency. The most popular Citumang tourist attraction is body rafting. Based on the results of observations made by Muliani (2018) and Jamaludin (2021) the problems that arise in the Citumang tourist attraction are that the implementation of the strategy for developing the Citumang tourist attraction is not yet optimal, such as:

1. Playing facilities for children are still lacking.
2. Promotions carried out by the manager of the Citumang tourist attraction are still lacking.
3. Tourist interest is still lacking in the Citumang tourist attraction.
4. Facilities such as prayer rooms, canteens, and changing rooms are not yet available.
5. There is no bridge that has become a link and there are no directions to the Curug Bojong tourist attraction.
6. There is still a lack of support from the local government.

MANAGEMENT STRATEGY

The management of the Citumang area as one of the mainland's public waters and a tourist attraction is certainly very necessary for its sustainability in the future. Management is a form of controlling and utilizing all resource factors which according to a plan are needed for the completion of a certain work goal and the management of natural resources is a first step to develop the tourism potential of an area as well as to add insight and hone skills that can create a community that is productive, so that the community is required to process the resources of an area/village to make it more attractive to tourists (Hermansah, 2019).

The Citumang tourism object is managed by several related agencies such as Perhutani BKPH Pangandaran Regency which is the main agency in owning the land area of the Citumang tourist attraction, the Kompepar Pangandaran Regency or tourism driver in Pangandaran Regency which has the task of controlling Citumang tourism objects, Bojong Village Youth Organization which is the driving force. for the marketing of the Citumang tourism object, and the community around the Citumang area (Wijayanto, 2018). The Citumang tourism object can trigger the surrounding community to manage its potential as one of the supporting factors for increasing village original income (PAD). Tourism management must refer to management principles that emphasize the sustainability of the natural environment, social values, and communities that allow tourists to enjoy their tourism activities and benefit the welfare of local communities (Pitani & Diarta, 2009).

The management of the Citumang tourist attraction will open up new jobs for the surrounding community so that they can be involved directly or indirectly in tourism activities, especially as a provider of tourism services. The community is involved in providing tourist transportation services, tour guideservices, culinary service providers, besides that the community is also empowered by utilizing existing potential such as in making various souvenirs and helping to increase village original income (PaDes).

Currently, the management of the Citumang tourist attraction can be categorized as a tourist attraction that is in the stage of im-

provement and fulfillment of needs in each field, this can be seen from planning, directing, organizing, and monitoring which are still experiencing obstacles including indicators in it. Therefore, the youth organization of Bojong Village as one of the managers of the Citumang tourist attraction can carry out a strategy for managing the Citumang area by optimizing the management of the Citumang tourist attraction so that it can increase the village's original income if it is managed optimally and well. In addition, the Youth Organization provides direction to fellow members and coordinates in carrying out work programs or coordinates with Karang Taruna members who are not present at the briefing carried out by the village government. Looking for investors who are willing to provide capital to help youth organizations in carrying out work programs (Hermansah, 2019).

The village government has also made efforts to improve management by monitoring and embracing the surrounding community to get involved in the management of the Citumang tourist attraction. The village government seeks to routinely supervise the location of the Citumang tourist attraction a maximum of once a month (Hermansah, 2019). In addition, the management strategy is carried out in the form of developing cooperation with third parties (private) such as travel-travel agents, increasing promotions and any tourist information in the Citumang tourist attraction area through brochures, tourist posters, websites media e-commerce. One of the activities at the Citumang tourist attraction, namely body rafting activities, which is one of the activities of adventurous tourism, is the main attraction for participants who carry out body rafting. The manager needs to approach the behavior of participants by identifying the needs, desires, and goals of participants or regarding the motivations of adventure tourists participants body rafting to visit Citumang. Participants' motivations (motivations of adventure tourists) can help managers to understand and determine marketing programs that will be carried out as a coaching step to achieve the manager's visit target (Wijayanto, 2018).

The right management strategy for the Citumang tourist attraction will have a good impact in the short and long term. However, this will be ineffective if the parties who manage the Citumang tourist attraction do not cooperate with each other and only move independently in the management of this tourist attraction. There needs to be cooperation and agreement regarding the division of tasks in managing the Citumang tourist attraction so that it is optimal, effective, and efficient.

Conclusion

Citumang tourist attraction area besides being able to be used for nature tourism, Citumang can also be used for irrigating agricultural land, clean water sources for the surrounding community, education, and research. The implementation of the strategy for developing the Citumang tourist attraction has not been optimal, even though the management of the Citumang tourist attraction will open up new jobs for the surrounding community so that they can be involved directly or indirectly in tourism activities, especially as a tourism service provider.

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