

Sustainable homestay management in Kampung Tajur, Purwakarta, Indonesia

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ABSTRACT: The purpose of the study was to analyze sustainable homestay management in Tajur Village, Purwakarta, with three indicators, namely Social-Culture, Environment, and Economic. Some of the important points of doing the study are that the owner can improve comfort, safety, and cleanliness of facilities for staying guests, and officeholders in Tajur Village can develop tourist villages to raise community welfare. It used descriptive quantitative methodology. The data were collected through the distribution of a questionnaire on 37 respondents who have homestays. The sampling method using saturated samples. The data analysis method used descriptive statistical analysis and frequency. The results showed that most women who manage homestays get a score of 64.9%. The homestay management has been carried out well and has a mean value of 4.17. One of the Sustainable Indicators was that the economy gets an average score of 4.23, namely an increase in job opportunities, homestay facilities, and community welfare.

Keywords: Homestay Management; Sustainable

1 INTRODUCTION

Rural tourism has become a topic that has emerged recently in the world of tourism, where rural communities prepare the facilities and infrastructure needed to welcome tourists to their villages, especially villages that have received the title of Tourism Village, and these activities are another alternative to gain increased income apart from farming and trading. What do they do? They fix their dwellings so that they are suitable for lodging or homestays for visitors and work together with villagers to build and maintain local wisdom that already exists or has been built in the form of attractions and tourist objects, both tangible and intangible.

Homestay is a concept that is very suitable to support the development of amenities in a tourist destination. Financing in establishing a homestay is not as expensive as building a hotel because it is a residence for residents and can be rented out at affordable prices by tourists.

Considering that Indonesia's greatest tourism potential is culture and nature, homestays strongly support the development of cultural tourism that is supported by nature where the homestay is located, with the concept of returning to nature and offering a sense of the life of the original community and discovering the richness of culture and local wisdom of the local area.

The tourism village has the concept of showing daily life, the quality of life, and the involvement of rural communities as well as the development of the quality of the tourism village products. In the development of the tourism village program, homestays are one part of the tourist attraction offered to tourists during their visits to tourist villages. Homestay is one of the tourism businesses managed by the community in tourism destinations, especially in tourist villages, in the form of the houses of local villagers whose rooms are rented out to tourists. Homestay provides benefits for the community, namely as a forum to participate in developing tourism in their village, and providing job opportunities to improve the welfare of their owners. Therefore, various regions,

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especially villages that have tourism potential, have begun to develop tourist villages as alternative tourist destinations.

Based on research conducted on the development of homestay management, from an economic perspective, the community gets additional income through the houses they rent and homestay development products, namely relatively original products owned by tourist villages which are then developed and managed by the homestay owner's community which becomes a tourist attraction (Widyaningsih 2020). This research will focus on the sustainability of homestay management in the Tourism Village of Kampung Tajur.

Judging from the concept of tourism development which is arranged in a good tourist destination, it has four components, which are commonly called 4A, namely attraction, accessibility, amenities, and ancillary (Cooper 2008). Attractions are the prime commodity of a destination, something to visit, and what activities to do. The availability of appropriate transportation and road access is prime to achieving destination goals. It is called accessibility (supporting facilities and infrastructure). Amenity is another supporting facility in satisfying the needs of guests, such as the availability of accommodation to stay, restaurants at which to eat and drink, and even shops at which to buy souvenirs. Ancillary relates to the availability of an organization or people who take care of the destination. Affirmed in the Decree of the Minister of Tourism and Creative Economy, the homestay is a business in the accommodation sector (Pemerintah Indonesia 2014).

Homestay cleanliness consists of three indicators, namely room cleanliness, bathroom/toilet cleanliness, and food hygiene. Homestay comfort uses three indicators as well, namely service comfort, cultural comfort, and facility convenience. Homestay security also includes three indicators, namely food safety, homestay facility security, and environmental safety. The constraints faced are management constraints and pricing constraints due to the absence of training, and tourist cultural constraints that create cross-culturalism (Aminudin 2015).

Dedi Mulyadi is the regent of Purwakarta who was conducive in building Tajur Village into a nature tourism village. Kampung Tajur provides homestays with the design of traditional Sundanese houses (Mustika 2018).

Tajur Village is located in Pesanggrahan Village, Bojong District, Purwakarta Regency, West Java Province. The air is cool and often foggy with temperatures of 18-28°C, because it is located on the slopes of Mount Burangrang which is 35 km from the center of Purwakarta City. Kampung Tajur offers the concept of ecotourism and local wisdom of Sundanese culture which is still closely attached to its inhabitants, as can be seen from the houses that are shaped like the stilts typical of West Java. With a beautiful rural atmosphere, this tourist village is very suitable as a vacation spot for those who are bored with the hustle and bustle of the city atmosphere.

1.1 *Research problem*

There are several research problems based on problem identification: (a) What are the three criteria for managing homestays? (b) How to identify three criteria for sustainable homestay management?

1.2 *The aim of this study*

Based on the research problem, the objectives to be achieved are (a) describe the three criteria for managing homestays, namely comfort, safety, and cleanliness; and (b) identify three criteria for sustainable homestay management in terms of environmental, economic, and socio-cultural aspects.

2 LITERATURE REVIEW

2.1 *State of the art*

Based on the journal, *Model of Sustainable Community Participation in Homestay Program*, stratified random sampling was used to select respondents, and 306 people were selected, based on the

number of homestay program participants from several locations in Malaysia. Data analysis used SEM. A model of fit between community participation and sustainable development has been successfully developed. This study shows that sustainable homestay development has been influenced by community participation. The existence of a homestay program in a tourist village can improve the community's economy, thereby increasing the quality of life of the community. The current issue of the homestay program now is how to sustain the homestay program in the future (Amin 2015).

Homestay Sustainability as a Form of Community-Based Tourism (CBT): Case Study of Rural Communities in Bavanat-Iran: This explained the methods of collecting data with interviews and group discussions with the community and direct observation. The results of this study were that homestays have made a major contribution to ecotourism both for the area and for the country. However, the financial benefits are disproportionately dispersed, rather limited to owners, close acquaintances, and travel agents. Economic social effects have a positive influence. It is just that there is a lack of strategic supervision and support in this homestay program. This study recommends the establishment of an organization that carries out policies and planning in developing homestays so that financial benefits are evenly distributed and improve community welfare (Pakshir & Vikneswaran 2011).

The other journal: "*Understanding Homestay Sustainability Through Successor Motivational*" used qualitative methods with non-probability techniques and snowball sampling to ensure equal opportunity and to eliminate problems in finding successors. The sample is 12 homestay program successors, who have been interviewed with open-ended questions. The variables used are motivational factors, family encouragement, side income, and as a hobby (Aminudin 2016).

2.2 Sustainability

The concept of sustainability has three basic elements, namely environmental, economic and social sustainability (Elington et al. 2011).

Sustainability in economics regarding rural tourism or village tourism is an integrated part of the service and industry sector that is recognized as a valuable tool for the economic development of the village community (Lo et al. 2019).

The impact of economic sustainability on society is the creation of jobs in the tourism sector. Meanwhile, social sustainability can improve the quality of life, and promote gender and age equality. Sustainability in the environment can include raising awareness in waste disposal, being able to manage waste properly, responsibility for maintenance of the environment, and making tourists who come feel safe and comfortable (Mohd Hafiz et al. 2013).

2.3 The homestay

The homestay program offers the beauty of rural areas, flora, and fauna, as well as the lifestyle and traditions of rural communities to tourists (Wahid et al. 2019). The uniqueness of the homestay program is that tourists are allowed to live together in residents' homes. Besides attracting tourists to experience the life and traditions of the community, the purpose of a homestay is to improve the quality of life, especially from an economic, social, and environmental perspective (Wahid et al. 2019).

Homestay is a tourist activity that utilizes a private residence as accommodation for tourists to stay overnight (A Mustika & Fachrul 2016)

A homestay is required to have adequate electronic devices even if it is still a traditional model design and should have enough available clean water. There are still homestays in a certain destination in which the availability of clean water is limited, which means at a certain time they must limit water usage because it takes time to collect the water. But in reality, foreign tourists who stay in that homestay do not mind, unlike local tourists, who cannot accept such situations or conditions (Ningrum 2019).

Besides looking at the price, tourists tend to compare prices with the surrounding environment and condition of the room, on average respondents are interested in staying at a homestay because of its affordable price with the environment and room offered as expected (Ningrum 2019).

2.4 Homestay management

In managing a homestay, several criteria are comfort, security, and cleanliness (Ningrum 2019). Homestay, cleanliness bedroom, bathroom, and food provided must be maintained so that tourists feel comfortable and avoid disease. Security both inside and outside the homestay must also be well maintained so that guests feel safe from danger when staying.

3 METHODS

The research used a descriptive method and frequency data with a quantitative approach through a field survey. The technique of collecting data was through the distribution of questionnaires to 42 respondents who have homestays, but only 37 respondents filled it completely. The sampling method using saturated samples because the population is not greater than 100 respondents. The data analysis method used was descriptive statistical analysis and frequency.

Table 2 shows the category of the mean value of a variable, in this case, the variable is sustainable. The categories are poor, bad, enough, good, and outstanding. If the Mean value shows $1.00 \times < 1.80$, then the assessment is considered poor. If the Mean value shows $1.80 \times < 2.60$, it means bad. If the research results with a Mean value of $2.60 \times < 3.40$, which means enough. If the mean value is $3.40 \times < 4.20$, it indicates that it is good, while if the mean value is 4.20×5.00 , it means outstanding results.

4 RESULTS AND DISCUSSIONS

4.1 Results

4.1.1 A brief history of Kampung Tajur, Purwakarta

The location of Tajur Village is in Pasanggrahan Village, Bojong District has an air temperature of around $18-32^{\circ}\text{C}$, and is surrounded by rice fields and hills from Mount Burangrang. It has a homestay with Sundanese architecture made of wood and bamboo building materials (Mustika & Aditya 2018).

Kampung Tajur is one of the best tourist villages in Indonesia and is included in the category of the Top 100 Indonesian Tourism Village Awards 2021, where the Ministry of Tourism and Creative Economy stated that Tajur Village is a Developing Tourism Village (Pratiwi 2021).

The formation of Kampung Tajur as a tourist village according to the information given by the head of the Neighborhood Association and its Management, officially began in 2004 when it was developed by the Regency Government by involving the local community. This village, which has 97 families, offers interesting tourism potential. The uniqueness of this tourist village is that it is a residential house in the form of a house on stilts made of wood, painted in black and white to blend with nature which is used as a homestay. There are 43 houses with an average of 2 bedrooms and only eight permanent houses with walls.

If there are tourists who want to rent a room, the owner provides one or two rooms according to their request, If tourists come in large numbers, then they can stay at other homestays that are close and still in the area.

The owner stays there because the essence of the homestay itself is that the owner of the house stays at home and stays with visitors to serve their eating and drinking needs, and the tourists stay at the homestay to socialize and interact with local tourist village residents

4.1.2 Homestay at Kampung Tajur

The people of Kampung Tajur still have the local wisdom of the Sundanese culture. As explained above, Sundanese architecture has houses of wood with uniform black and white paint. The air is fresh, because of the many trees. It is a quiet, calm, and pleasant environment to relax.

There are at least 120 houses in Tajur Village and only 42 houses as homestays. For each homestay, only one or two rooms can be used by tourists. Each room is an average size of 2x3 meters, and can be occupied by one or two people (Mustika 2018).

4.2 Discussion

4.2.1 Respondent demographics

The demographics of the respondents of the study are explained in Table 1.

Table 1. Respondents' characteristic.

		Frequency	Percent
Gender	Male	13	35.1
	Female	24	64.9
	Total	37	100.0
Age	< 25 years old	12	32.4
	26–30 years old	1	2.7
	> 31 years old	24	64.9
	Total	37	100.0
Room For Sale	2	37	100.0

The management of homestays in Tajur Village is by 24 women (64.9%) and 13 men (35.1%). It shows that the management of the homestay is dominated by women as housewives.

It shows that those who manage homestays in Kampung Tajur are dominated by those aged more than 31 years (64.9%). It shows that the homestay management is housewives in Tajur Village, Purwakarta, West Java. It shows that 100% of the homestays rent out two rooms. This shows that the rooms for rent have met the homestay standard that the rooms for rent are at least one room and a maximum of three rooms.

4.2.2 Homestay management

Table 2. Mean.

Sub Variable	Statement	Mean	
Socio-Culture	Every homestay owner gets a fair stay of the visitor	4.22	4.18
	The existence of a homestay increases the sense of security for the community	4.08	
	Fellow homestay owners respect each other's thinking	4.24	
Environment	The existence of a homestay can maintain the authenticity of the surrounding environment.	4.03	4.17
	Limited land is something that must be considered.	4.05	
	Utilizing natural resources such as rice fields, fields become a tourist attractiveness	4.24	
Economic	The community has already felt the positive impact of improving the wealth	4.05	4.23
	The existence of tourists can improve homestay facilities	4.32	
	The existence of a homestay increases job opportunities	4.32	

Table 2 shows that the average value of respondents' answers on the variable of homestay management is 4.17, which is a good category, meaning that the homestay management has been done well. It can be seen that economy has a mean value of 4.23, which means that homestay management has been felt by the community to improve job opportunities, homestay facilities, and community welfare.

The Socio-Culture has a mean value of 4.18, which means people are pleasant, generous, and willing to help.

The environment has a mean value of 4.11, which means it can fulfill tourist satisfaction with a sense of security, which thus can increase further tourist visits (Mustika & Aditya 2018).

5 CONCLUSION AND IMPLICATIONS

5.1 Conclusion

Most of the homestay managers in Kampung Tajur Purwakarta are women who act as housewives. Management of homestays is an additional income for their families, which are generally farmers.

The three criteria for managing homestays are comfort, safety, and cleanliness. Most of the visitors are from education circles who take advantage of nature in Tajur Village as part of the learning process from their school. To ensure security for the tourists, the owner should practice HACCP for hazards too. Fresh bedroom, clean toilet, and hygienic meals must be provided so that travelers feel satisfaction.

The three criteria for sustainable homestay management are environmental, economic, and socio-cultural aspects. The community has realized that with the existing tourist attractions in their area, they will improve their economy by using their homes as homestays for visitors who will enjoy nature in Kampung Tajur.

5.2 Implications

The practical benefit of this research is that it is necessary to have a community so that the distribution of rooms being stayed in can be done fairly. It is also necessary to maintain the authenticity of the environment, including the surrounding air and cleanliness, as well as cohesiveness in managing the homestay, so that its citizens can prosper.

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How innovation and Instagram content affect millennial's Jamu purchase intention

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ABSTRACT: Jamu Herbal Drink, an Intangible Cultural Heritage, has been hardly consumed, especially by the millennial generation. Some Jamu Cafes in a modern style have been opened by bringing jamu innovation to attract the millennial generation. One Jamu Cafe is Acaraki Café, Jakarta. It serves Jamu in a modern way. Besides, they use Instagram to attract the millennial generation. This paper aims to analyze jamu herbal drink innovation and Instagram content influence on the purchase intention of the millennial generation in Acaraki Café. Innovation in this research includes novelty and change, variety, processing and technology, origin and ethnicity, and convenience. Instagram Content was researched via image, video and hashtag usage in Acaraki Café's Instagram account. Multiple Regression Analysis has been used to analyze data using SPSS 25. The result showed that innovation in jamu and Instagram content have a positive and significant influence on jamu's purchase intention of the millennial generation, especially in novelty and change and hashtag usage.

Keywords: Innovation; Instagram Content; Jamu herbal drink; Millennial Generation; Purchasing Intention.

1 INTRODUCTION

Indonesia is known for its very rich and diverse cultural heritage, from historical buildings, tribes, customs, the local wisdom of the Indonesian people, traditional food, and drinks. One element of cultural heritage can also be found through local food and drinks that characterize a place. One of Indonesia's local traditional drinks that is also a natural remedy is jamu. Jamu is a traditional natural medicine formulated by Indonesians, coming from the word Jampi Oesodo which means health potion accompanied by prayer (Beers 2012; Walsiati 2016).

However, along with the development of the modern era, Indonesian people began to abandon existing traditions, one of which was consuming Jamu. The culture of Jamu drinking has almost disappeared, especially among the millennial generation. According to Putri K. Wardani, President Director of PT Mustika Ratu to CNN Indonesia, the reasons that the millennial generation don't like to drink herbal medicine are the assumption that jamu is an old-fashioned drink, the bitter taste of jamu, and limited access to obtain Jamu (Setyanti 2015; Tamara & Setyanto 2019).

Therefore, it is necessary for innovation to be carried out on jamu, to change the perceptions and preferences of the millennial generation on jamu. The presence of a jamu cafe is an innovative business idea with a more modern way and brings transformation to jamu. One jamu café in Jakarta is Acaraki Café, which comes with unique jamu drinks that are processed and innovated in a modern way by using coffee processing equipment and combining additional ingredients that make jamu different from traditional jamu.

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